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ABSTRACT

Part of a series of statistical reports on public broadcasting, this publication is based on data provided by public television stations to the Corporation for Public Broadcasting in a survey of public television programming by category. This is the third report in a new series of analyses which are based on the sample of an entire year. A summary of highlights, definitions, and descriptions of categories provide background for the numerous tables and figures which display data on the PTV system in FY 1978, instructional television services, Sesame Street and The Electric Company, general and news/public affairs programs, special or target audience programs, local programming, and PBS and prime-time programming. Appendices include information on the survey methods and operations, survey instruments and cover letters, computation of standard error, secondary schedules, ITV grade level by subject matter, and calendar year data. (CMV)

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PUBLIC TELEVISION PROGRAMMING CONTENT BY CATEGORY FISCAL YEAR 1978

Prepared by
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FOREWORD

This publication is part of a series of statistical reports on public broadcasting, based on data provided by public television stations to the Corporation for Public Broadcasting. During 1977, CPB funded a contractual project—for FY 1978—with Research and Programming Services to conduct a survey of public television programming by category. This report provides details of public television programming for FY 1978.

Starting in 1961, a series of reports entitled *One Week of Educational Television* was published by a variety of researchers and organizations. In 1973, CPB issued *One Week of Public Television, April 1972*. However, these reports presented an analysis of the programming of *a specified week* of broadcasting. The current report is the third in a new series of analysis which are based on the sample of an entire year.

Thanks are given to Sol Katzman, Nat Katzman, Robin Mendel and staff members of both CPB and NPR. The information and efforts of all respondents are appreciated.

Maxine Rockoff
Vice President
Planning and Research
Corporation for Public Broadcasting

MAR 1 4 1980

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We have chosen to exercise some editorial judgement in the selection of material to be covered by this report. Some readers will surely find the mass of data to be dull and repetitive; others may find certain data have not been published. To include everything would have required hundreds of tables and a data processing budget far beyond what was available. We hope the report covers all the information than can be of use to those who must guide and understand public television and educational technology. If there is a need for further analysis, the data base remains intact at CPB.

Sol Katzman
Nat Katzman

Palo Alto
July 30, 1979

SUMMARY OF HIGHLIGHTS

- In Fiscal Year 1978, there were 272 stations representing 156 different schedules: an increase of 19 stations and four schedules from 1976. An annual average of 4,894 hours and 8,282 programs were aired per broadcaster* in Fiscal Year 1978: this represents an increase of 8% in the number of hours and 9% in the number of programs over 1976 levels. All told, 1.33 million station-hours of material were broadcast by PTV stations in Fiscal Year 1978.

- The average broadcaster aired 728 hours of ITV*, comprising 14.9% of all air time in Fiscal Year 1978. *Sesame Street* and *The Electric Company* accounted for 788 hours and 16.1% of all air time: a decrease from 808 hours and 17.8% in 1976. General programming (including News/Public Affairs, Information/Skills, Cultural, Children's and other programs) accounted for 3,460 hours and 70.7% of all air time in Fiscal Year 1978, compared to 3,018 hours and 66.5% in 1976.

- Locally produced* programming represented 376 hours and 7.7% of all air time in Fiscal Year 1978. These figures show a decrease of 83 hours or 18% from 1976. Programming produced by single PTV organizations (both "major"* and "other"*) accounted for 2,554 hours and 52.2% of all air time as compared to 2,190 hours and 48.2% in 1976.

- Use of programming distributed* by PBS in Fiscal Year 1978 increased 11.3% over 1976—PBS distributed programming represented 3,504 hours per broadcaster and 71.6% of all air time. Use of material distributed by regional or state networks* in Fiscal Year 1978 declined slightly from 1976 levels to 264 hours per broadcaster and 6.4% of all air time.

- Special or target audience programming in Fiscal Year 1978 increased by 130 hours per year, per broadcaster, over 1976 and the percentage of all air time it represented jumped from 6.5% to 8.7%. Much of this increase was accounted for by the single program for elderly viewers *Over Easy*, which constituted nearly one-third of the 1978 target programming.

- Locally produced and distributed programming decreased in Fiscal Year 1978 to 7.2% of all air time, while the hours broadcast before school time and after prime time continued to increase from 1974 and 1976.

*See Chapter I for definitions.

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I. DEFINITIONS AND CATEGORIES

DEFINITIONS

No. 1 Public Television Licensee

A PTV licensee is an organization holding one or more licenses to operate an educational or non-commercial television stations. Licenses have been granted to four types of organizations: community non-profit television organizations; institutions of higher education; local school boards or authorities; and state boards, commissions or authorities.

No. 2 Public Television Station

A PTV station is the unit that transmits a single non-commercial television signal on a single channel. Each station has its own transmitter, channel number and call letters; and each serves a community covered by the broadcasting radius of the transmitter (plus translators and cable systems). Thus, the Georgia ETV Network operates stations in eight different locations.

No. 3 Public Television Broadcaster

A PTV Broadcaster is the organization (or organizations) responsible for a single schedule of programs in the non-commercial system. Such programming can be broadcast by one or many stations, but a single program describes a single broadcaster. One licensee may be responsible for two or more different schedules, and in two cases a pair of licensees are jointly responsible for the schedule of a single station. Thus, a "broadcaster" may represent one or more stations, a licensee may represent one or more broadcasters and a broadcaster may include more than one licensee.

Examples:

- KUAT, Channel 6, Tucson, is a single station operated by a single licensee. It defines a single broadcaster.
- The Georgia ETV Network operates eight stations with a single schedule. It is one licensee and defines a single broadcaster.
- In West Virginia, the Educational Broadcasting Authority is the licensee for stations WSWP and WMUL. Each station broadcasts an independent schedule. Thus, there is one licensee and two broadcasters.
- In Miami, two licensees share Channel 2: the Community TV Foundation and the Dade County School Board, the overall schedule for Channel 2 was taken to define a single broadcaster composed of two licensees. A similar situation exists in Oklahoma City, where the school district schedules ITV for Channel 13, which is licensed to the state ETV authority. In both cases survey forms for each sample date had to be sent to a pair of addresses in order to obtain information about one broadcaster.

No. 3.1 Secondary Broadcasters

The definition of a PTV broadcaster is such that it includes several secondary schedules. A secondary broadcaster is defined by a schedule broadcast for a PTV organization to a community in which that organization already supplies a PTV schedule on a different channel. This study separates them from the main analysis of 156 broadcasters and makes an independent analysis of nine secondary broadcasters in Appendix D.

The separation of secondary broadcasters into an appendix was made for logical and empirical reasons. These schedules tend to supplement the service provided by the main channel, and they tend to be shorter. If secondary broadcasters were included in the data analysis as though they were independent, the data would have been distorted—per broadcaster averages would have been lower and trends by budget size would have been artificially skewed. If they had been added to the main schedule (e.g., all programs on WQED and WQEX represent *one* broadcaster), there would have been similar biases in the other direction.

No. 4 Broadcaster-Hours of Material

Since the goal of this report was to distill program *schedules* across the PTV system, it was felt that the primary analyses should be made in terms of *broadcasters*. This enables the findings to reflect decisions and policies in proportion to their numbers. When analyses are made across stations, the policies of multi-station broadcasters are unjustifiably amplified in relation to the rest of the system.

The data reported here are based on proportions and frequency estimates of two variables. *Programs* were counted one time for each occurrence, including repeats. *Hours* of programming were calculated by adding together minutes of duration for all programs in a category and dividing by 60. The reported duration of each program was rounded to the nearest 5 minutes prior to summation. One reason for this was to correct for inconsistency in reporting. The same PBS-supplied program might be reported as 58 minutes in length by one respondent and 60 minutes by another. Another reason was that filler material, station breaks and other content that took less than three minutes were excluded. Failure to compensate would result in an artificial reduction in total broadcast hours.

Computerized calculations from data collected by the sampling procedure produced estimated "average annual broadcaster hours" of a given type of programming. These have been given emphasis in the report, although in some cases "average annual broadcaster programs" of a particular type are also important.

No. 5 PTV Producers

Broadcasters were asked to code the producer of each program they played. Locally produced programming ("our facilities") was given precedence for that broadcaster over all other categories including "major PTV producer: WNET, WGBH, WETA, KCET". Thus, if WNET produced a program that was broadcast by other PTV stations (i.e., *The Adams Chronicles),* WNET would code the program as a local production and all other broadcasters would code the program as "major PTV producer".

No. 6 PTV Distributor

The "distributor" refers to the *organization that placed the program in distribution,* not the producer or last link in a supply chain. A program made by WXXX, distributed by PBS and received by regional interconnection lines would be coded as being distributed by PBS.

CATEGORIES OF BROADCASTER TYPES

Four variables were considered in the analysis of data by broadcaster category: budget size, region of the country, "class" of broadcaster and population served. Data in the main report represent 156 broadcasters, 158 licensees and 272 stations. The four variables resulted in the following division of broadcasters:

Budget Size

Six budget categories were created on the basis of CPB adjusted budget figures for FY 1977. These categories are being used by the current CPB analyses for the annual Summary Statistical Report series of publications. The division by broadcaster follows:

Budget Category	Number of broadcasters
Under $400,000	13
$400,000-$899,999	40
$900,000-$1,399,999	38
$1,400,000-$1,899,999	23
$1,900,000-$4,499,999	30
$4,500,000 and over	12

Broadcasters were assigned to budget categories on the basis of licensee figures. In theory this might have led to complex problems when broadcasters did not coincide with individual licensees. In fact, the six broad categories posed no problems.

Region of the Country

Five regions were designated on the basis of a category scheme designed to reflect time zones, membership in regional networks and non-interconnected broadcasters. See Figure 1.1.

Region	States and other Areas included	Number of broadcasters
Northeast	Conn., Del., D.C., Mass., Me., Md., N.H., N.J., N.Y., Pa., R.I., Vt., W.Va.	32
Central	Ill., Ind., Iowa, Kan., Mich., Minn., Mo., Neb., N.D., Ohio, S.D., Wis.	42
South	Ala., Ark., Fla., Ga., Ky., La., Miss., N.C., Ok., S.C., Tenn., Texas, Va.	40
West	Ariz., Calif., Col., Idaho, Mont., Nev., N.M., Ore., Utah, Wash., Wyo.	34
Outlying	Alaska, Guam, Hawaii, Puerto Rico, Samoa, Virgin Islands	8

FIGURE I.1 MAP OF BROADCASTING REGIONS

Class of Broadcaster

A similar variable has been called "Licensee Type"; however, since licensees were not the unit of analysis and since conflicts had to be resolved, this report defines four "Classes" of broadcaster:

Class name	Definition	Number of broadcasters
Local School	Schedule represents stations licensed to a local school board, district or authority. (Miami and Oklahoma City not included.)	16
Community	License held by independent foundation or corporation free from government or institutional financial affiliation. (Includes Channel 2, Miami).	59
State System	License held by state authority, agency, board, or commission or multiple-station state system licensed through another statewide entity (e.g., state university). Includes single-station state-licensed systems (e.g., R.I.); includes states with more than one independent broadcaster (e.g., W.Va); includes the network in Maine—where statewide system is run through a university license; includes Oklahoma and Connecticut.	30
University	License held by institutions of higher education (university, college, junior/community college), except when operated as a state network.	46

One broadcaster does not in any way resemble either a state system or a school board station—WNYC is licensed to a municipal government. Rather than force it into an arbitrary category, we have not put it into any of them. Four non-domestic broadcasters were also atypical; they too were excluded from analyses by broadcaster class.

Population Served

Six population ranges were created for this survey. However, two nominal categories were also used to better describe the status of broadcasters.

First, it was decided that broadcasters with more than one station should not be grouped by population. The population variable was supposed to be a continuum from small towns to large cities, and putting multi-station networks into a category that was intended to indicate cities appeared to be inappropriate. Thus, a category called "Multiple" was created. It includes all broadcasters with schedules transmitted by more than one station. It does not include all "State system" broadcasters since some operate independent schedules for single stations (e.g., WSBE, Providence or WSWP and WMUL, West Virginia).

Second, it was decided that it would be inappropriate to include the second or third PTV broadcaster in a metropolitan area as serving the entire population range represented by that area. Instead, these broadcasters were placed in an "overlapped" population category. The reasoning was that these broadcasters, although they are not "secondary" by definition, operate under different programming philosophies and priorities from those PTV broadcasters providing the main service to a community of a given size. (The main service was defined as that provided by the lowest channel number. This definition corresponds to the author's knowledge of the situation in the nine communities involved.) Thus, 14 broadcasters were placed in an "overlapped" category, while the nine "overlapping" broadcasters were placed in categories representing the population of their communities; e.g., KTEH, San Jose and KCSM, San Mateo were placed in the overlapped population category, while KQED, San Francisco was placed in the "more than 2,000,000" category.

Population Served	Number of broadcasters
Less than 150,000	11
150,000-349,999	17
350,000-599,999	18
600,000-999,999	23
1,000,000-2,000,000	26
Over 2,000,000	20
Overlapped	14
Multiple	27

Note:
This study is derived from *Public Television Program Content: 1974* and *Public Television Programming by Category: 1976.* However, due to changes in population, budgets and license holders (and because non-domestic broadcasters are no longer included with state systems) the categories used in this report are not strictly comparable to the ones used in those two publications.

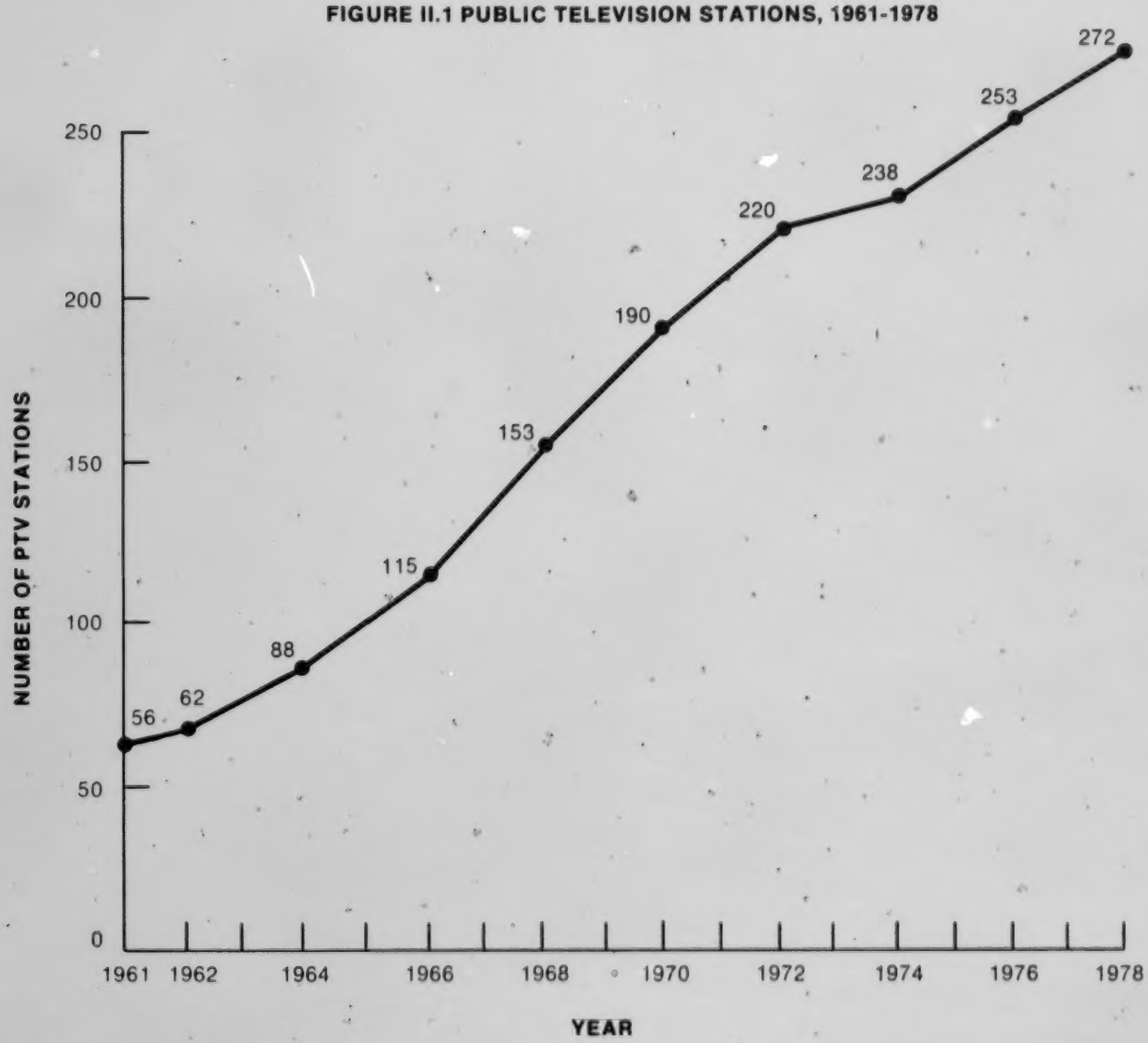
II. THE PTV SYSTEM IN FISCAL YEAR 1978

SIZE OF THE SYSTEM

In 1978 the public television system had 272 stations in operation. Growth since 1961 is shown in Figure II.1. Data from this survey indicates that PTV stations broadcast about 1.33 million station-hours during the course of the year. (Secondary broadcasters are discussed in Appendix A.) This survey examines annual PTV programming across the 156 schedules sampled over the entire year.

The average broadcaster offered 8,282 PTV pro-

FIGURE II.1 PUBLIC TELEVISION STATIONS, 1961-1978



grams covering 4,894 hours in FY 1978. This was an increase of 352 hours (7.7%) and 675 programs (8.9%) per broadcaster over 1976 averages. As Figure II.2 and Table II.1 indicate, those broadcasters providing the greatest number of annual hours had higher budgets, were located in the northeast and south, were licensed to community organizations and state systems and served larger populations. The key variable appears to be budget size. Broadcasters with more available funds were on the air longer than those with less funds.

Detailed examination indicates that time periods during which there was a PBS feed show the least fluctuation across budget categories. Table II.2 (see p. 8) reveals that differences in prime time and in the weekday-after-school period are minimal when compared to differences in early hours, weekend afternoons, during school hours or late night.

TABLE II.1
AVERAGE ANNUAL HOURS AND PROGRAMS PER BROADCASTER BY REGION, POPULATION, CLASS AND BUDGET

Category	N	Hours	Programs
All Broadcasters	156	4894	8282
REGION			
Northeast	32	5156	8717
South	40	5021	8778
Central	42	4983	8247
West	34	4624	7743
Outlying	8	3664	6222
POPULATION			
Under 150,000	11	3825	5894
150,000-349,999	17	4700	7842
350,000-599,999	18	4957	8385
600,000-999,999	23	5151	8819
1,000,000-2,000,000	26	5215	8601
Over 2,000,000	20	5490	8948
Overlapped	14	4030	7467
Multiple Stations	27	4893	8680
CLASS			
State System	30	5085	9168
University	46	4826	7796
Community	59	5135	8566
Local School	16	4252	7810
BUDGET			
Under $400,000	13	4185	7147
$400,000-$899,999	40	4625	7579
$900,000-$1,399,999	38	4907	8308
$1,400,000-$1,899,999	23	4895	8470
$1,900,000-$4,499,999	30	5343	9289
$4,500,000 and over	12	5452	9035

PTV broadcasters with more money were able to provide considerably more programming at times when there was no PBS interconnected feed. Figure II.3 (see p. 9) reveals that the difference across budget categories is sharper on days when school is not in session—weekends and vacation periods.

Other data indicates that use of non-PBS material helps explain a great deal of the variation in total broadcast hours. Broadcasters in the highest budget category provided 1,267 more hours per year than those in the lowest budget category. But, those in the highest budget category used only 327 more hours from PBS. Conversely, PBS accounted for 79% of the hours in the lowest budget category, and 66% in the highest budget category. The point is that more affluent broadcasters were able to provide additional hours by adding local programs and acquisitions to what was provided by the national service. (See Table II.8, p. 20).

Among the phenomena recorded by this survey were the sample-days on which broadcasters were off the air. Only five such "dark" days were reported in the 1976 survey and only three in the FY 1978 survey compared to thirty-seven in 1974. The CPB policy requiring full schedules took place near the end of the 1974 survey and apparently reduced the number of dark days.

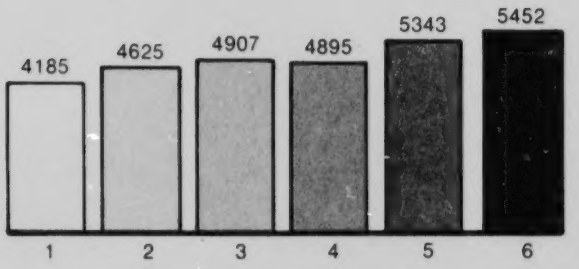
A final perspective on total broadcaster hours is provided by Table II.3 (see p. 10), which gives *average weekly* broadcaster hours for three different parts of the year. The average broadcaster transmitted 97.7 hours per week from January 12 to June 17, 83.9 hours per week from June 18 to September 29 and 98.1 hours per week from September 30 to January 11.

The drop in the average weekly hours of material during the summer months was primarily due to declines by stations serving populations of over two million and those with budgets over $4,500,000 million. Table II.4 (see p. 11) indicates that most broadcasters presented just over half their material (53% average) while school was in session. The natural exceptions to this rule were the stations licensed to a local school board which aired 60% of their material on days when school was in session.

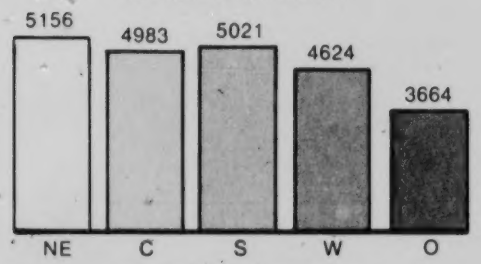
DAY AND TIME OF PROGRAMS

The questions of time of day and day of week are covered in the discussion of specific program types presented in later chapters of this report. However, Figures II.4 and II.5 provide a brief overview of the division of all programming. (See pp. 12 and 13.)

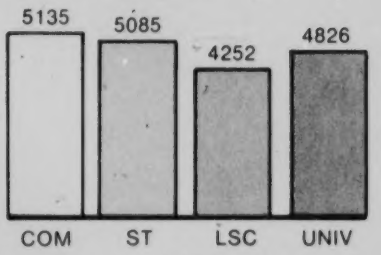
FIGURE II.2
AVERAGE ANNUAL HOURS PER BROADCASTER BY CATEGORY



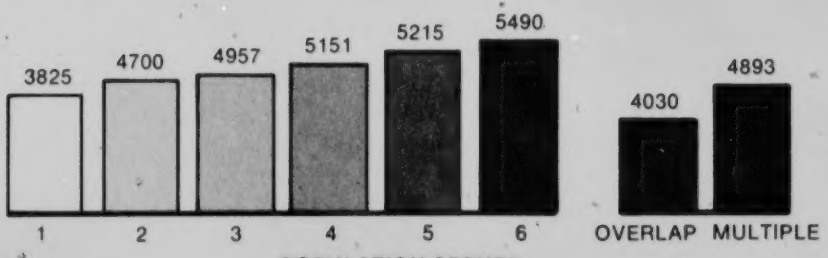
BUDGET CATEGORY



REGIONAL CATEGORY



CLASS



POPULATION SERVED

BUDGET CATEGORY
1 = UNDER $400,000
2 = $400,000-$899,999
3 = $900,000-$1,399,999
4 = $1,400,000-$1,899,999
5 = $1,900,000-$4,499,999
6 = $4,500,000 and over

REGIONAL CATEGORY
NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS
COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED
1 = UNDER 150,000
2 = 150,000-349,999
3 = 350,000-599,999
4 = 600,000-999,999
5 = 1,000,000-2,000,000
6 = OVER 2,000,000

TABLE II.2
AVERAGE ANNUAL HOURS PER BROADCASTER BY DAYPART AND BROADCASTER TYPE

	DAYPART							
	Weekend			Weekday				
Category	Before Prime	Prime	Late	Pre-School	School	Post-School	Prime	Late
REGION								
Northeast	663	378	76	194	1579	1102	877	252
South	617	370	72	239	1577	1012	876	251
Central	616	372	104	202	1479	1008	879	310
West	525	365	69	190	1318	1034	885	232
Outlying	371	387	53	20	839	904	841	246
POPULATION								
Under 150,000	454	389	70	117	682	970	829	310
150,000-349,000	492	388	79	136	1406	1004	918	276
350,000-599,999	501	386	66	245	1581	973	898	243
600,000-999,999	719	363	77	219	1538	1084	885	257
1,000,000-2,000,000	727	390	116	222	1548	1057	879	274
Over 2,000,000	765	386	93	280	1688	1041	861	349
Overlapped	363	314	26	143	1194	1010	833	143
Multiple Stations	540	352	82	178	1574	1036	883	240
CLASS								
State System	572	352	69	231	1667	1036	898	223
University	591	362	103	169	1407	1035	869	279
Community	668	400	79	234	1518	1030	906	293
Local School	449	329	48	148	1241	1049	785	197
BUDGET								
Under $400,000	447	369	50	183	1076	952	847	261
$400,000-$899,999	545	365	76	145	1291	1022	903	253
$900,000-$1,399,999	586	381	97	173	1455	1044	890	235
$1,400,000-$1,899,999	625	352	53	195	1577	1056	832	202
$1,900,000-$4,499,999	685	394	92	284	1674	1020	886	280
$4,500,000 and over	685	351	105	296	1751	1062	855	347

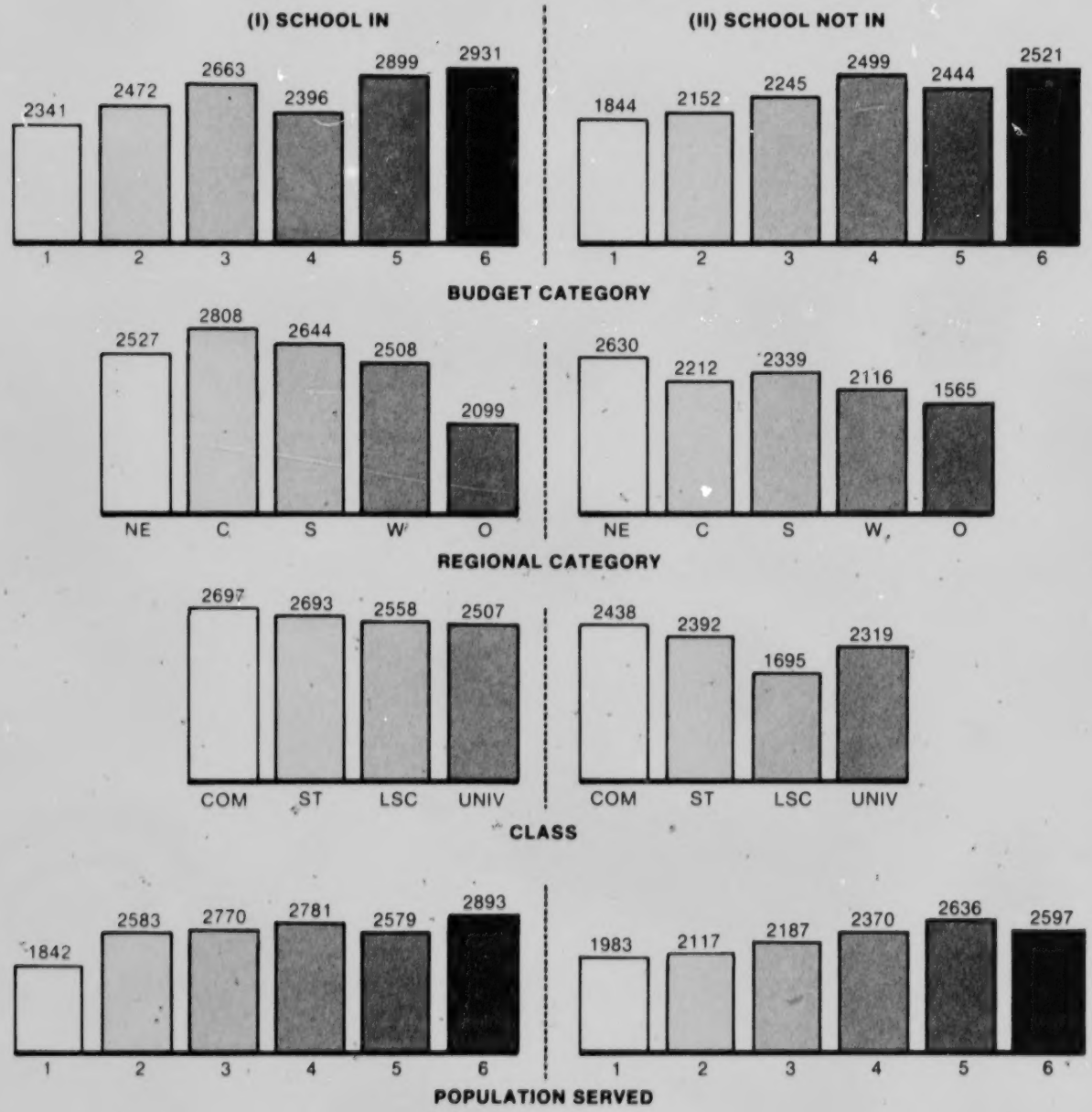
Broadcast hours were divided mostly among three parts of the day: school hours/weekend daytime (33.7%), after school hours/weekend late afternoon (28.2%) and prime time (25.6%). Naturally, these proportions have been influenced by fluctuations over time-of-year and days when school was not in session; they reflect the overall averages for FY 1978. It is noteworthy that proportions of programs do not match proportion of hours: ITV programs broadcast during school hours (and mostly on weekdays) are frequently 15 or 20 minutes in length; they produce a higher proportion counted program-by-program in comparison with half-hour or hour-long prime time programs.

Similarly, analysis by programs produces lower proportions on weekends than analysis by hours of material. But, by either hours or programs, Saturday and Sunday proportions are each below 1/7th of the total broadcast schedule.

PRODUCTION, DISTRIBUTION AND TRANSMISSION

In public television there is a distinction between the producer of a program and the distributor of that program—they are not necessarily one and the same. Material "produced in our facilities," for example, may have been sent off to PBS or a regional network for distribution. Figures II.6 and II.7 (see pp. 14 and 15) present an overview of the major sources of PTV production and distribution in FY 1978 and Tables II.5 and II.6 show the relation of producers to broadcaster categories. (See pp. 16 and 17.)

FIGURE II.3
AVERAGE ANNUAL HOURS PER BROADCASTER ON DAYS WHEN SCHOOL IS IN SESSION AND DAYS WHEN SCHOOL IS NOT IN SESSION



BUDGET CATEGORY
1 = UNDER $400,000
2 = $400,000-$899,999
3 = $900,000-$1,399,999
4 = $1,400,000-$1,899,999
5 = $1,900,000-$4,499,999
6 = $1,500,000 and over

REGIONAL CATEGORY
NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS
COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED
1 = UNDER 150,000
2 = 150,000-349,999
3 = 350,000-599,999
4 = 600,000-999,999
5 = 1,000,000-2,000,000
6 = OVER 2,000,000

TABLE II.3
AVERAGE HOURS PER WEEK BY TIME OF YEAR

Category	Jan. 12- June 17	June 18- Sept. 29	Sept. 30- Jan. 11
All Broadcasters	97.7	83.9	98.1
REGION			
Northeast	102.2	88.3	104.4
South	102.3	84.3	99.1
Central	95.5	91.5	99.7
West	97.1	74.2	90.5
Outlying	65.0	58.0	90.4
POPULATION			
Under 150,000	74.3	71.6	73.7
150,000-349,999	90.6	84.6	95.0
350,000-599,999	98.6	84.3	100.3
600,000-999,999	100.4	89.7	105.3
1,000,000-2,000,000	103.5	88.8	105.9
Over 2,000,000	110.4	94.7	108.2
Overlapped	94.7	62.8	80.6
Multiple Stations	100.9	80.8	96.2
CLASS			
State System	105.1	80.7	102.9
University	94.7	87.3	94.6
Community	102.2	90.6	100.8
Local School	85.0	63.6	94.3
BUDGET			
Under $400,000	80.6	71.8	88.2
$400,000-$899,999	93.1	81.6	89.2
$900,000-$1,399,999	98.4	80.1	101.7
$1,400,000-$1,899,999	96.0	84.2	100.3
$1,900,000-$4,499,999	105.9	96.4	103.3
$4,500,000 and over	113.3	84.9	111.1

Public Television stations produced at least 61.7% of the hours put on the air by PTV broadcasters. Of this, 24.2% came from major PTV producers (WNET, WGBH, KCET, WETA), 28.0% came from other PTV organizations (FCI, SECA, BCTV, or another PTV station), 7.7% came from the broadcasters' own facilities and 1.8% came from consortium productions which included PTV broadcasters. In addition to PTV broadcasters, the Children's Television Workshop (CTW) produced 16.8% of broadcast hours. (See Figure II.6, p. 14.) The "foreign-international co-production" category also includes programs for which PTV stations were at least partial producers. Once again, the differences between proportions of hours and proportions of programs reflected the shorter average duration of instructional programs—which tend to be produced by non-major PTV organizations. Hence the proportion of programs produced by independent, local, and "other" PTV organizations was higher than the proportion of hours. Other proportions are shown in the figure. Table II.6 (see p. 17) presents percentages of hours by producer by broadcaster category. It reveals that Southern broadcasters, those with larger budgets, and those licensed to state networks and local school boards tend to produce a higher percentage of local hours of material. (See Chapter VIII for more details on local production.)

The data presented in Figure II.7 (see p. 17) reveals that *PBS distributed 71.6% of all broadcaster hours aired in FY 1978.* This is an increase from 62.1% in 1974 and 69.3% in 1976. The data indicates that broadcasters used about 3,504 hours per year from PBS (vs. 3,148 in 1976 and 2,405 in 1974). Since programs distributed by the national service

TABLE II.4
AVERAGE ANNUAL HOURS AND PERCENTAGE OF TOTAL HOURS BROADCAST ON DAYS WHEN SCHOOL IS IN SESSION AND DAYS WHEN SCHOOL IS NOT IN SESSION BY BROADCASTER TYPE

	Annual Hours		Per cent of Total Hours	
Category	School In Session	School Not In Session	School In Session	School Not In Session
All Broadcasters	2610	2285	53.3	46.7
REGION				
Northeast	2527	2630	49.0	51.0
South	2808	2213	55.9	44.1
Central	2644	2339	53.1	46.9
West	2508	2116	54.2	45.8
Outlying	2099	1565	57.3	42.7
POPULATION				
Under 150,000	1842	1983	48.1	51.9
150,000-349,999	2583	2117	55.0	45.0
350,000-599,999	2770	2187	55.9	44.1
600,000-999,999	2781	2370	54.0	46.0
1,000,000-2,000,000	2579	2636	49.5	50.5
Over 2,000,000	2893	2597	52.7	47.3
Overlapped	2473	1557	61.4	38.6
Multiple Stations	2581	2311	52.8	47.2
CLASS				
State System	2693	2392	53.0	47.0
University	2507	2319	52.0	48.0
Community	2697	2438	52.5	47.5
Local School	2558	1695	60.1	39.9
BUDGET				
Under $400,000	2341	1844	55.9	44.1
$400,000-$899,999	2472	2152	53.5	46.5
$900,000-$1,399,999	2663	2245	54.3	45.7
$1,400,000-$1,899,999	2396	2499	48.9	51.1
$1,900,000-$4,499,999	2899	2444	54.3	45.7
$4,500,000 and over	2931	2521	53.8	46.2

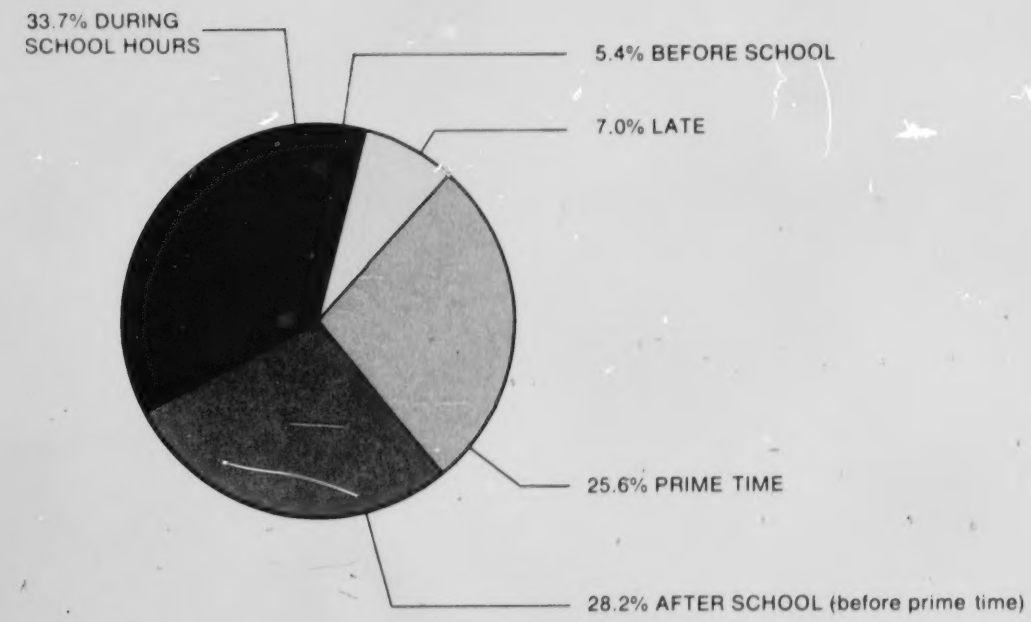
tended to be longer (average length 41 minutes) than all other programs (average length 26 minutes). PBS distributed a somewhat lower proportion (61.4%) of all programs. Nevertheless, PBS is the dominant distribution source whether the measurement is in hours or programs. Local material was the second most frequent source (7.4% of all hours), followed by regional networks (5.4% of all hours).

Methods of transmission (Figure II.8, see p. 18) paralleled sources of distribution. Material received from interconnection (PBS and regional networks) accounted for 71.8% of all broadcaster-hours in FY 1978. Almost 27% was taped from interconnect for later use while 32.8% was used directly from telephone lines and 12.2% was used directly from a satellite pickup. Bicycled tape accounted for 15.3% of broadcaster-hours and local material (6.6% local tape and 1.6% local live) accounted for 8.2%. Film chains, local remote and other sources accounted for the remaining small portion.

There is some variation in sources of distribution and method of transmission over broadcaster categories. Details are presented in Tables II.7 through II.10, but the basic differences can be outlined quickly. (See pp. 19 through 22.)

FIGURE II.4
PERCENTAGE OF HOURS AND PROGRAMS BY TIME OF DAY

A. HOURS



B. PROGRAMS

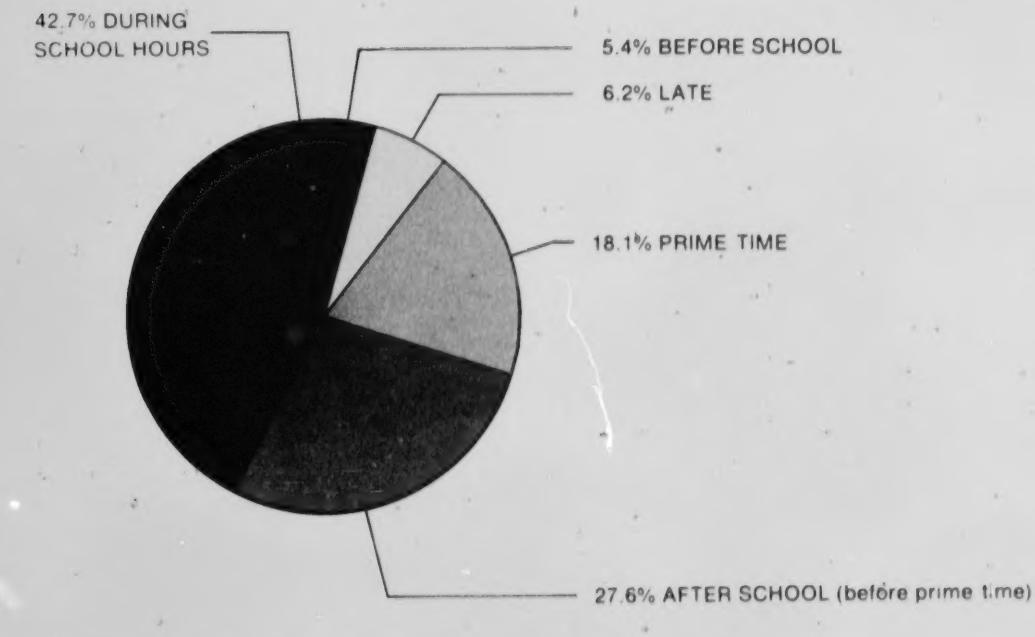
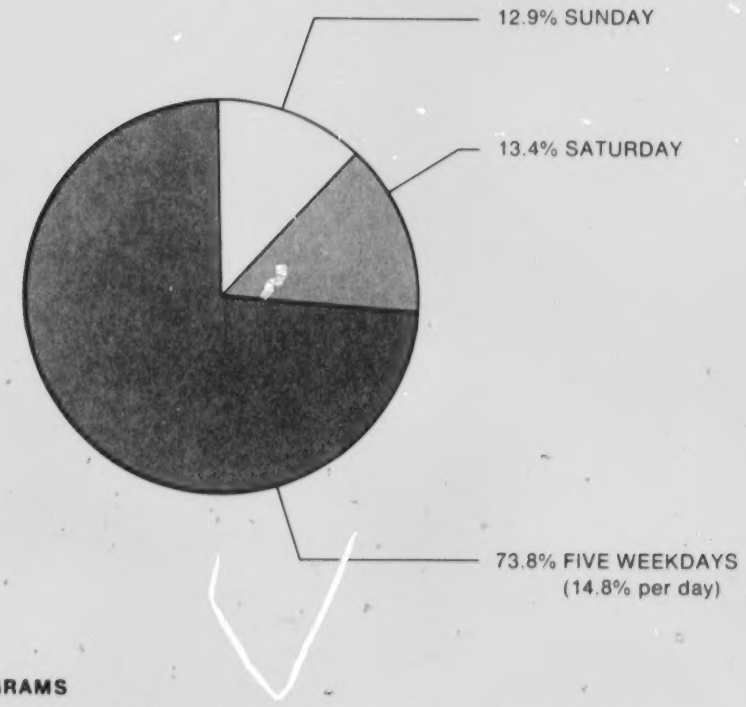


FIGURE II.5
PERCENTAGE OF HOURS AND PROGRAMS BY DAY OF WEEK

A. HOURS



B. PROGRAMS

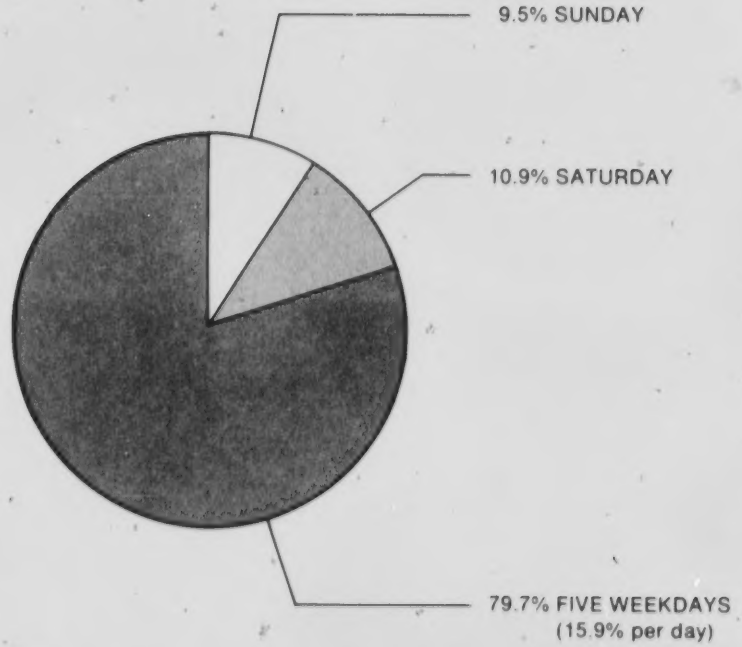
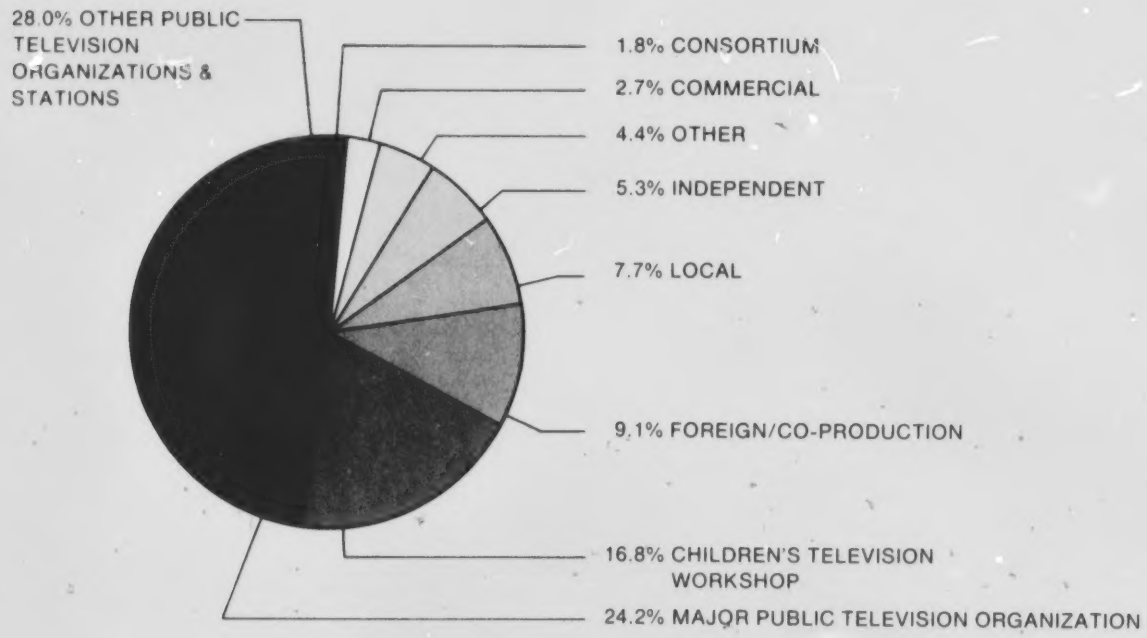


FIGURE II.6
PERCENTAGE OF HOURS AND PROGRAMS BY PRODUCER

A. HOURS



B. PROGRAMS

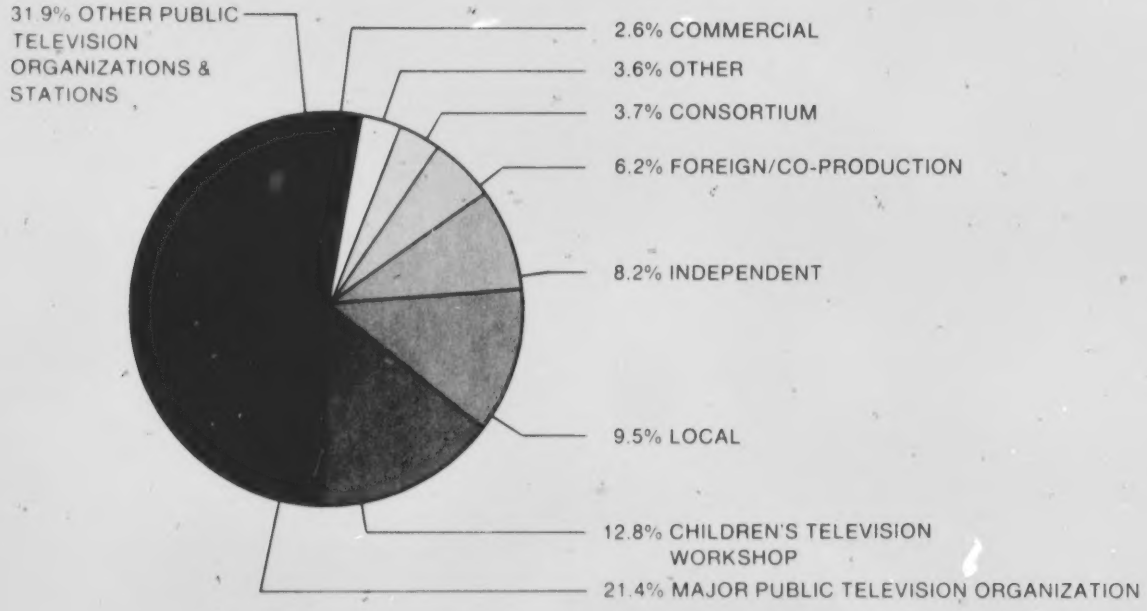
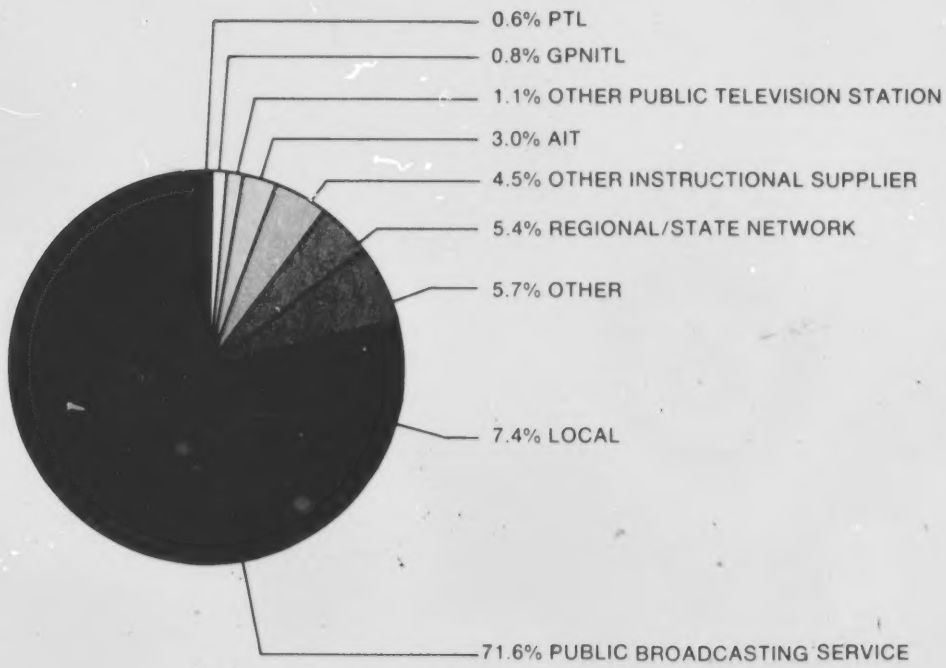


FIGURE II.7
PERCENTAGE OF HOURS AND PROGRAMS BY DISTRIBUTION

A. HOURS



B. PROGRAMS

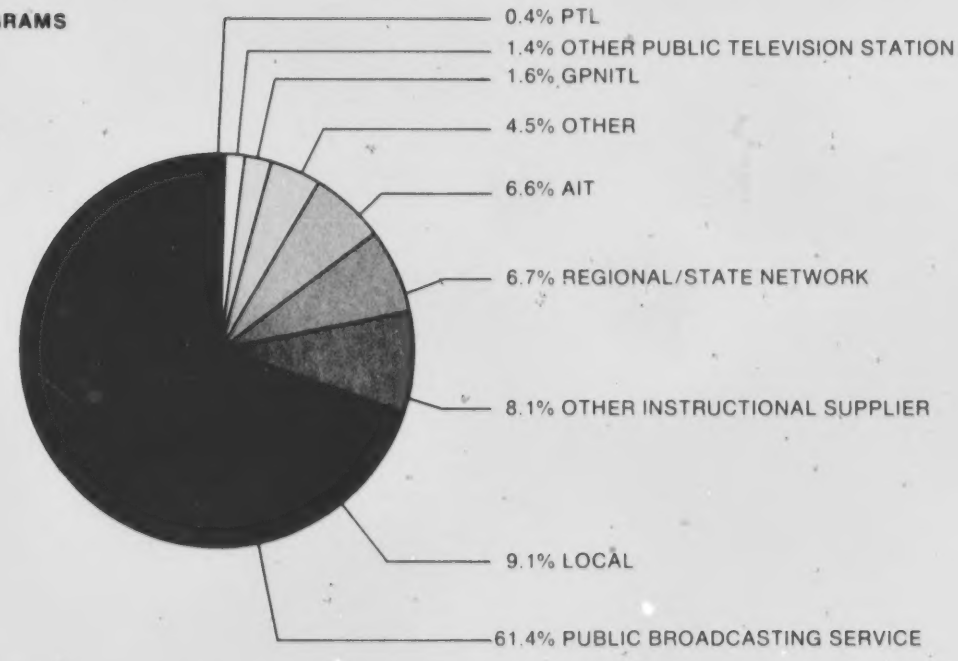


TABLE II.5
PERCENTAGE OF *PROGRAMS* BY PRODUCER BY BROADCASTER CATEGORY

Category	Local	Consor-tium	CTW	Foreign or Co-Prod.	Major PTV	Other PTV	Inde-pendent	Commer-cial U.S.	Other
All Broadcasters	9.5	3.7	12.8	6.2	21.4	31.9	8.2	2.6	3.6
REGION									
Northeast	8.0	3.8	12.3	7.4	21.4	30.6	8.6	2.8	4.9
South	13.2	4.2	12.1	5.8	19.3	31.8	8.5	1.9	3.1
Central	7.0	2.7	14.0	6.3	23.3	32.3	8.0	3.1	3.2
West	8.2	4.4	12.3	5.4	21.8	33.5	8.4	2.5	3.5
Outlying	18.0	3.2	14.1	4.9	21.3	27.2	4.5	4.6	2.1
POPULATION									
Under 150,000	5.8	1.0	13.3	5.8	29.2	34.6	4.5	4.0	1.8
150,000-349,999	7.3	2.7	13.6	5.4	21.6	36.3	7.1	2.4	3.4
350,000-599,999	7.6	3.8	14.1	6.3	21.4	35.8	6.6	2.2	2.3
600,000-999,999	9.7	3.9	12.1	6.6	21.4	30.9	8.2	3.1	4.2
1,000,000-2,000,000	7.1	3.1	14.2	6.9	22.3	31.3	8.5	3.2	3.4
Over 2,000,000	9.0	3.5	13.9	6.5	22.2	29.7	8.2	2.5	4.5
Overlapped	15.0	6.1	7.7	4.6	17.6	32.9	10.6	1.7	3.7
Multiple Stations	13.3	4.6	12.0	6.0	19.4	28.7	10.0	2.3	3.8
CLASS									
State System	14.8	4.5	11.5	6.1	17.9	29.2	9.7	2.4	3.9
University	7.6	2.8	13.1	6.0	23.2	34.9	6.8	2.6	3.1
Community	6.9	4.0	13.7	6.6	22.3	31.6	8.0	2.9	4.1
Local School	12.5	4.2	10.8	5.3	19.9	31.2	11.2	2.6	2.2
BUDGET									
Under $400,000	9.2	3.4	14.3	5.2	21.7	33.5	7.6	3.4	1.7
$400,000-$899,999	7.3	3.5	13.2	6.2	23.5	35.1	6.2	2.4	2.6
$900,000-$1,399,999	8.6	3.9	12.0	6.1	21.5	31.3	9.6	2.8	4.2
$1,400,000-$1,899,999	11.5	3.5	12.4	6.5	20.6	32.2	6.8	2.1	4.2
$1,900,000-$4,499,999	10.7	3.6	12.9	6.2	19.7	30.2	10.1	2.7	3.8
$4,500,000 and over	11.7	4.8	12.9	6.5	21.0	26.8	8.7	3.3	4.3

PERCENTAGE OF HOURS DISTRIBUTED

Category	Local Distri-bution	PBS	Regional/ State Network
REGION			
Northeast	6.7%	67.4%	8.6%
South	10.4	69.2	4.4
Central	5.6	74.9	5.3
West	6.4	73.9	3.9
Outlying	11.2	75.9	1.3
BUDGET			
Under $400,000	7.7	78.6	3.6
$400,000-$899,999	5.9	76.6	3.6
$900,000-$1,399,999	6.5	69.3	6.3
$1,400,000-$1,899,999	8.9	70.1	6.1
$1,900,000-$4,499,999	8.0	69.2	5.6
$4,500,000 and over	9.8	66.1	5.1

First, broadcasters in the Northeast made much greater use of their regional and intra-state networks than broadcasters in other regions. Broadcasters in the South (where there is a high concentration of state networks which are single licensees) aired more hours that were distributed "locally". The use of regionally distributed material in the Northeast and "local" material in the South decreased reliance on PBS-distributed material for those two regions and resulted in a lower proportion of PBS material for them compared to other regions.

Second, licensee type categories exposed marked variations in locally produced material. State networks and local school board licensees used about one and a half times as much locally distributed material as did community and university licensees. (See Figure VII.1, p. 68, for additional details.)

TABLE II.6
PERCENTAGE OF *HOURS* BY PRODUCER BY BROADCASTER CATEGORY

Category	Local	Consor-tium	CTW	Foreign or Co-Prod.	Major PTV	Other PTV	Inde-pendent	Commer-cial U.S.	Other
All Broadcasters	7.7	1.8	16.8	9.1	24.2	28.0	5.3	2.7	4.4
REGION									
Northeast	7.3	1.7	16.5	10.0	24.1	25.5	5.9	2.7	6.3
South	10.5	2.2	16.2	8.5	22.2	29.1	5.6	1.9	3.7
Central	5.7	1.2	18.1	9.6	25.3	28.2	5.0	2.9	4.0
West	6.6	2.3	15.8	8.5	25.2	29.6	5.1	2.8	4.1
Outlying	11.4	1.6	18.4	7.6	25.5	24.3	3.0	6.2	1.9
POPULATION									
Under 150,000	5.1	0.7	15.5	9.0	30.3	30.3	2.7	4.4	2.0
150,000-349,999	5.4	1.3	17.3	8.7	25.8	31.0	4.5	2.1	3.9
350,000-599,999	5.7	2.0	18.2	9.7	24.0	31.0	4.1	1.9	3.5
600,000-999,999	7.8	1.8	16.0	9.8	23.3	27.6	5.3	3.0	5.3
1,000,000-2,000,000	5.9	1.4	18.4	9.5	24.9	27.3	5.0	3.3	4.3
Over 2,000,000	7.6	1.6	18.0	9.7	24.4	25.5	5.7	2.5	5.0
Overlapped	13.3	3.4	11.0	6.6	21.8	30.4	7.6	2.0	3.8
Multiple Stations	10.9	2.3	16.4	8.4	22.3	25.6	6.7	2.4	5.0
CLASS									
State System	11.9	2.3	16.0	8.7	20.8	26.1	6.8	2.6	4.8
University	6.8	1.4	16.5	8.8	25.3	30.8	4.3	2.6	3.5
Community	5.6	1.9	17.8	9.6	24.7	27.0	5.1	2.8	5.4
Local School	9.7	2.0	14.4	8.9	24.9	28.4	6.8	2.6	2.3
BUDGET									
Under $400,000	7.7	1.6	18.2	8.7	25.7	28.1	4.2	3.7	1.9
$400,000-$899,999	6.0	1.7	16.7	9.6	26.0	30.8	3.9	2.1	3.2
$900,000-$1,399,999	6.6	1.9	16.0	8.6	23.9	27.7	6.2	2.8	6.2
$1,400,000-$1,899,999	9.0	1.6	16.5	10.1	23.5	28.1	4.4	2.4	4.4
$1,900,000-$4,499,999	8.5	1.9	17.5	8.2	23.0	27.3	6.7	2.8	4.2
$4,500,000 and over	11.3	2.3	16.8	9.7	22.7	22.3	6.4	3.6	5.0

Third, there were differences across budget categories. More affluent broadcasters tended to use a higher percentage of local material and a lower percentage from PBS. Higher budget broadcasters also tended to use a higher percentage of material *taped* from interconnect. Because relatively affluent broadcasters can afford the additional expense of taping programs from interconnect, they are more likely to depart from the PBS feed schedule by moving and repeating programs taped from the interconnection. These differences among budget categories are less marked than they were in 1976.

OVERVIEW OF PROGRAM TYPES

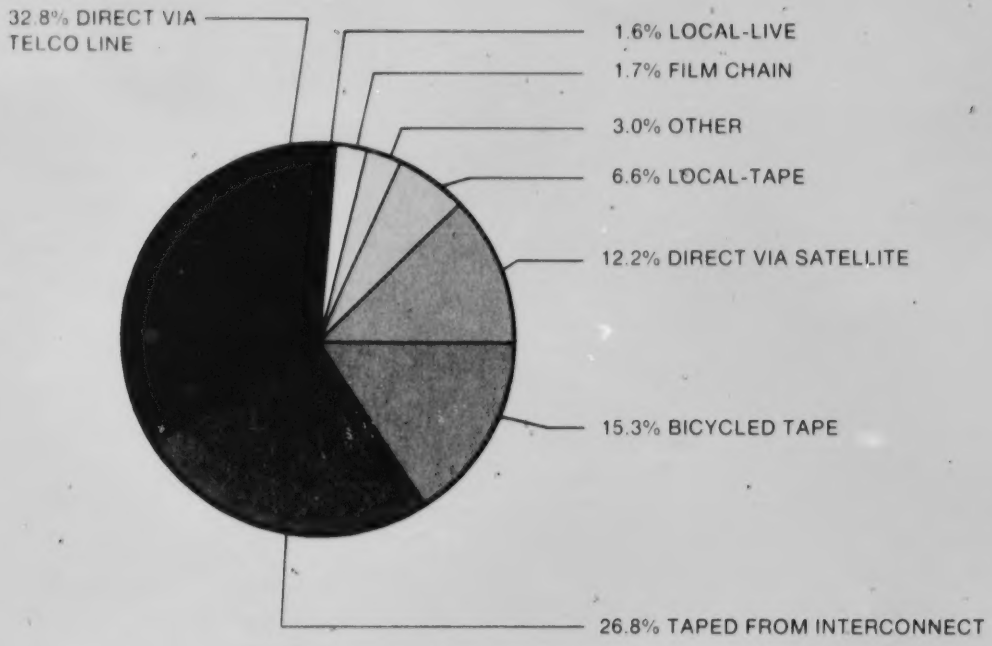
The next four chapters discuss in some detail various aspects of different program types recorded by this survey. The data described by Figure II.9 (see p. 23) provides a brief overview. Later chapters discuss more specific typologies. Figure II.9 and Tables II.13 and II.14 (see p. 25) cluster program types into seven basic groups:

(1) *Instructional programs*—abbreviated ITV—are those defined by respondents as either "used in traditional school or instruction subjects" or "part of a self-teach program in standard instruction subjects". Programs designed to educate informally were not included. This is a conservative, strict definition of instructional programming, which corresponds to the notion of formal instructional use of television. Broader definitions are examined in Chapter III. Episodes of *The Electric Company* broadcast during school hours while school was in session are included in the ITV group.

ITV programs accounted for 14.9% of all broad-

FIGURE II.8
PERCENTAGE OF HOURS AND PROGRAMS BY TRANSMISSION TECHNIQUE

A. HOURS



B. PROGRAMS

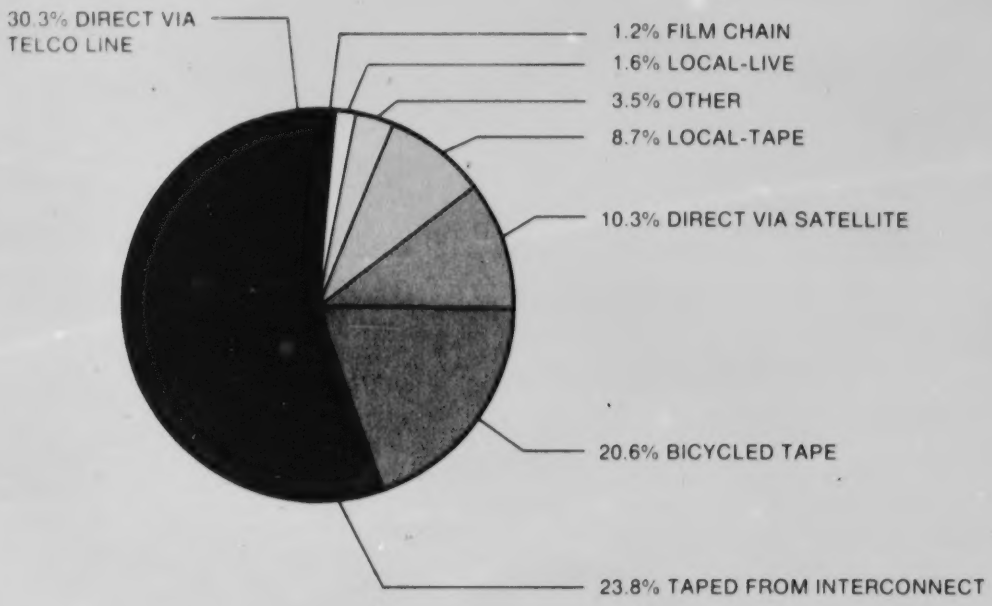


TABLE II.7
PERCENTAGE OF *PROGRAMS* BY DISTRIBUTION BY BROADCASTER CATEGORY

Category	Local	Ex-change	Regional/ State Network	PBS	PTL	AIT	GPNITL	Other ITV	Other
All Broadcasters	9.1	1.4	6.7	61.4	0.4	6.6	1.6	8.1	4.5
REGION									
Northeast	7.3	1.7	11.1	57.8	0.4	6.6	1.9	8.4	4.8
South	12.9	1.5	4.9	57.5	0.3	7.5	1.6	9.8	3.9
Central	6.7	0.8	7.6	65.8	0.6	5.4	1.6	6.9	4.6
West	8.0	1.8	4.2	63.8	0.5	7.4	1.6	7.8	5.0
Outlying	17.7	1.3	1.5	65.9	0.0	4.8	0.7	3.8	4.2
POPULATION									
Under 150,000	5.6	1.0	3.8	80.7	0.1	2.1	0.0	2.8	3.8
150,000-349,999	7.4	0.8	6.1	68.8	0.1	6.2	0.8	6.3	3.4
350,000-599,999	7.7	2.5	4.7	66.0	0.3	5.0	1.7	8.3	3.9
600,000-999,999	9.3	1.2	8.5	59.0	0.3	7.7	1.6	7.6	4.7
1,000,000-2,000,000	7.0	1.4	7.7	63.7	0.5	5.8	1.4	8.0	4.6
Over 2,000,000	7.8	0.7	6.6	63.2	0.8	6.0	1.9	7.1	5.8
Overlapped	14.4	2.4	5.6	49.1	0.4	8.9	2.8	10.6	5.7
Multiple Stations	12.9	1.5	7.2	52.4	0.5	8.5	2.1	10.9	3.9
CLASS									
State System	14.5	2.2	5.8	51.0	0.7	8.1	2.3	11.3	4.2
University	7.3	1.4	6.6	67.6	0.4	4.9	0.9	6.7	4.3
Community	6.4	0.9	8.4	63.4	0.4	6.3	1.7	7.5	5.0
Local School	12.4	2.1	3.0	56.1	0.3	10.7	2.4	8.7	4.4
BUDGET									
Under $400,000	9.0	0.4	5.6	67.8	0.1	6.8	1.6	5.4	3.3
$400,000-$899,999	7.3	2.3	5.0	68.2	0.5	5.7	0.7	6.7	3.7
$900,000-$1,399,999	8.5	1.3	8.5	58.9	0.3	6.8	2.0	8.3	5.5
$1,400,000-$1,899,999	11.3	1.2	7.2	58.3	0.4	7.6	2.7	7.2	4.2
$1,900,000-$4,499,999	10.0	1.2	6.8	57.9	0.6	6.5	1.6	11.1	4.4
$4,500,000 and over	10.0	1.3	6.7	58.7	0.8	7.3	1.0	7.9	6.3

caster-hours and 26.5% of programs broadcast in FY 1978. These percentages represent annual averages of 728 hours per broadcaster and 2,199 programs per broadcaster.

(2) *Sesame Street* and *The Electric Company*—abbreviated SS/EC—accounted for 16.1% of all broadcaster-hours and 12.3% of all PTV programs on the air in Fiscal Year 1978. The percentages represent annual averages of 788 hours per broadcaster and 1,021 programs per broadcaster including repeats. In Figure II.9 (see p. 23), broadcasts of SS/EC are divided into two parts: *The Electric Company* aired on weekdays during hours when school is normally in session and episodes of either program broadcast at other times or on weekends. In most of the presentations in this report, school broadcasts of *The Electric Company* are counted in both the ITV and SS/EC program types. Thus, percentages add to more than 100%.

(3) *News and Public Affairs material accounted for 11.0% of all broadcaster-hours and 10.8% of all PTV programs in FY 1978.* The percentages represent annual averages of 539 hours per broadcaster and 895 programs per broadcaster. Chapter VI considers "News/PA" content in greater detail.

(4) *Information and Skills* material represents a cluster of four program types: Science, General

TABLE II.8
PERCENTAGE OF *HOURS* BY DISTRIBUTION BY BROADCASTER CATEGORY

Category	Local	Ex-change	Regional/ State Network	PBS	PTL	AIT	GPNITL	Other ITV	Other
All Broadcasters	7.4	1.1	5.4	71.6	0.6	3.0	0.8	4.5	5.7
REGION									
Northeast	6.7	1.4	8.6	67.4	0.6	2.9	0.9	4.6	6.9
South	10.4	1.0	4.4	69.2	0.5	3.6	0.9	5.6	4.5
Central	5.6	0.7	5.3	74.9	0.9	2.3	0.7	3.8	5.8
West	6.4	1.3	3.9	73.9	0.6	3.2	0.8	4.3	5.5
Outlying	11.2	1.1	1.3	75.9	0.0	2.1	0.3	2.0	6.1
POPULATION									
Under 150,000	5.0	0.8	2.9	84.1	0.2	1.0	0.0	1.8	4.3
150,000-349,999	5.4	0.7	4.8	78.9	0.2	2.8	0.4	3.5	3.4
350,000-599,999	5.9	1.5	4.4	75.5	0.4	2.3	0.8	4.6	4.6
600,000-999,999	7.5	1.0	6.8	69.3	0.7	3.4	0.8	4.3	6.2
1,000,000-2,000,000	5.7	0.8	6.0	73.6	0.7	2.5	0.6	3.8	6.2
Over 2,000,000	6.6	0.6	5.3	71.8	1.3	2.6	0.9	3.9	7.0
Overlapped	12.9	2.6	4.7	59.9	0.5	4.2	1.6	6.7	6.9
Multiple Stations	10.8	1.2	5.7	64.6	0.6	4.0	1.2	6.4	5.5
CLASS									
State System	11.7	1.7	5.0	63.5	0.9	3.9	1.3	6.7	5.4
University	6.6	1.1	5.3	75.2	0.6	2.1	0.4	3.7	4.9
Community	5.2	0.6	6.4	72.9	0.6	2.8	0.8	4.1	6.7
Local School	9.6	1.7	2.8	69.8	0.4	5.1	1.3	4.7	4.6
BUDGET									
Under $400,000	7.7	0.3	3.6	78.6	0.1	3.1	0.7	2.5	3.5
$400,000-$899,999	5.9	1.5	4.5	76.6	0.8	2.5	0.3	4.0	4.0
$900,000-$1,399,999	6.5	0.9	6.3	69.3	0.5	3.1	1.0	4.4	7.9
$1,400,000-$1,899,999	8.9	1.0	6.1	70.1	0.4	3.4	1.4	3.8	5.0
$1,900,000-$4,499,999	8.0	1.0	5.6	69.2	0.7	3.0	0.8	6.2	5.3
$4,500,000 and over	9.8	1.2	5.2	66.1	1.1	3.1	0.6	4.8	8.1

Information, History/Biography and Skills/How-To-Do-It. *Such programs included 23.6% of all broadcaster-hours and 24.0% of all programs aired in FY 1978.* Annual averages of 1,155 hours per broadcaster and 1,987 programs per broadcaster are represented by the sample.

(5) *General Children's* material represents PTV programs for other than ITV (defined previously) and *Sesame Street* and *The Electric Company*. Nationally, the category includes *ZOOM!, Mister Rogers' Neighborhood, Villa Alegre, Studio See* and other programs for children. *This type of program content covered 8.7% of all air time and 10.3% of programs in the annual PTV schedules for Fiscal Year 1978.* Children's general material accounted for 425 annual hours per broadcaster and 852 annual programs per broadcaster.

(6) *Cultural* programs included those classed in any of six types: Culture/Art/Reviews, Music/Dance Performance, Drama Performance or Series, Feature Film, Comedy/Satire and Variety. *Cultural offerings of this type amounted to 22.1% of total broadcaster-hours and 13.9% of all programs aired.* The percentages represent annual averages of 1,084 hours per broadcaster and 1,148 programs per broadcaster.

TABLE II.9
PERCENTAGE OF *PROGRAMS* BY TRANSMISSION TECHNIQUE
BY BROADCASTER CATEGORY

Category	Local Live	Local Tape	Local Remote	Direct Via TELCO Line	Via Satellite	Taped From Inter-Connect	Bicycled Tape	Film Chain	Other
All Broadcasters	1.6	8.7	0.3	30.3	10.3	23.8	20.6	1.2	3.2
REGION									
Northeast	1.7	6.8	0.5	50.8	1.5	19.2	15.9	1.5	2.2
South	1.7	12.4	0.3	19.2	17.9	23.1	22.8	1.1	1.4
Central	1.2	6.8	0.3	32.5	10.5	25.8	15.6	0.9	6.5
West	1.2	7.9	0.2	24.3	10.4	29.8	22.5	1.4	2.2
Outlying	5.4	12.0	0.3	0.0	6.9	6.5	63.9	1.6	3.4
POPULATION									
Under 150,000	1.4	4.2	0.3	32.4	16.1	17.1	26.0	1.2	1.4
150,000-349,999	3.1	5.9	0.5	34.3	13.1	18.0	16.9	0.5	7.8
350,000-599,999	1.6	7.0	0.1	32.8	13.7	22.8	20.7	0.6	0.6
600,000-999,999	1.5	8.8	0.4	39.8	9.5	19.6	17.3	0.7	2.3
1,000,000-2,000,000	1.3	6.0	0.2	34.8	11.6	24.5	16.2	1.3	4.0
Over 2,000,000	1.2	7.8	0.6	27.6	7.4	33.7	16.8	1.5	3.5
Overlapped	1.4	15.8	0.2	13.6	3.8	35.9	25.7	2.4	1.1
Multiple Stations	1.3	12.8	0.4	22.1	9.7	19.2	29.4	1.6	3.6
CLASS									
State System	1.5	14.2	0.4	22.1	7.0	21.6	30.6	1.2	1.4
University	1.9	6.4	0.2	31.4	14.7	26.0	15.8	1.3	2.2
Community	1.6	5.8	0.4	36.7	10.4	23.3	15.6	1.1	5.1
Local School	0.4	13.7	0.2	22.8	5.2	26.1	27.2	1.7	2.7
BUDGET									
Under $400,000	1.9	8.4	0.5	27.7	11.3	16.5	20.7	0.4	12.6
$400,000-$899,999	1.5	6.5	0.3	30.4	17.6	21.1	20.5	0.8	1.3
$900,000-$1,399,999	2.1	8.4	0.4	30.7	8.7	22.6	20.0	1.7	5.4
$1,400,000-$1,899,999	0.9	10.5	0.2	30.4	8.8	24.9	20.9	1.7	1.7
$1,900,000-$4,499,999	1.3	9.6	0.3	29.3	8.2	27.3	20.7	1.0	2.3
$4,500,000 and over	2.0	9.9	0.5	33.5	1.8	29.0	21.1	1.4	1.9

(7) *Other* material comprised relatively small percentages. It included sports, auctions and fund raising, and anything not covered by the previous categories.

The data in Figure II.9 (see p. 23) paints the broadest picture of public television content. The entire year, in terms of all days of the week and all hours of the day is reduced to a single pie chart. It reveals some important characteristics of public television schedules. First, almost 35% of all PTV air time is for children. Included in this amount are *Sesame Street* and *The Electric Company* (16.1% of all air time), General children's programming (8.7% of all air time) and children's ITV (9.8% of all air time). (See Chapter III for more detail.) Most ITV (at least 73.9%) is for school children. Second, "non-fiction" or "informational" programming also is a considerable part of the average schedule. ITV, News/Public Affairs, and Information and Skills contributed 47.8% of all air time. In addition, some of the "Culture/Art/Reviews" programs (e.g., *Book Beat)* and some of the children's material are also "non-fiction" or "informational".

More detailed analysis of program types show several trends over different times of the year, days when school was in session, and "daypart" (time of day and day of week). Details are presented in Tables II.13 and II.14. (See p. 25.)

TABLE II.10
PERCENTAGE OF *HOURS* BY TRANSMISSION TECHNIQUE
BY BROADCASTER CATEGORY

Category	Local Live	Local Tape	Local Remote	Direct Via TELCO Line	Direct Via Satellite	Taped From Inter-Connect	Bicycled Tape	Film Chain	Other
All Broadcasters	1.6	6.6	0.6	32.8	12.2	26.8	15.3	1.7	2.4
REGION									
Northeast	2.1	5.7	0.7	51.4	1.5	21.7	12.2	3.0	1.7
South	1.9	9.4	0.4	22.1	22.0	27.2	14.4	1.5	1.1
Central	1.1	5.0	0.9	34.6	12.4	28.2	12.1	1.2	4.6
West	1.3	6.0	0.4	28.8	12.2	32.9	15.7	1.6	1.3
Outlying	2.7	8.3	0.2	0.0	8.8	8.2	66.6	1.0	4.2
POPULATION									
Under 150,000	1.5	3.3	0.4	33.6	17.1	17.4	23.7	1.2	1.8
150,000-349,999	2.0	4.2	0.9	39.1	15.2	20.0	11.2	0.6	6.7
350,000-599,999	1.5	5.1	0.2	35.8	15.8	25.8	14.1	1.1	0.5
600,000-999,999	1.4	6.6	1.1	41.7	10.5	22.2	13.5	1.2	1.9
1,000,000-2,000,000	1.8	4.5	0.3	37.4	13.5	26.8	11.0	2.8	2.1
Over 2,000,000	1.5	5.8	0.9	27.8	8.8	37.4	14.0	1.8	1.9
Overlapped	1.4	14.1	0.5	14.6	4.4	42.9	19.2	1.8	1.0
Multiple Stations	1.8	9.8	0.5	25.5	13.0	22.8	21.4	2.4	2.8
CLASS									
State System	1.8	10.9	0.4	25.6	9.9	26.1	22.3	1.6	1.3
University	1.9	5.4	0.5	33.5	16.2	28.1	11.3	1.6	1.4
Community	1.5	4.4	0.8	37.6	11.9	26.0	12.1	2.0	3.8
Local School	1.1	9.6	0.5	30.3	6.6	29.7	19.1	1.5	1.5
BUDGET									
Under $400,000	2.1	5.9	1.1	31.8	13.1	18.0	16.7	0.3	11.1
$400,000-$899,999	1.3	4.9	0.8	33.9	19.1	23.3	14.8	0.9	1.0
$900,000-$1,399,999	1.7	6.7	0.5	33.4	11.1	25.6	14.6	3.1	3.4
$1,400,000-$1,899,999	1.4	7.5	0.3	31.7	10.7	29.2	15.7	2.2	1.3
$1,900,000-$4,499,999	1.6	7.1	0.5	32.1	10.2	30.9	14.8	1.4	1.5
$4,500,000 and over	2.4	8.3	0.9	33.0	2.4	32.6	17.6	1.6	1.3

The summer period from June 18 to September 29 contained a much lower proportion of ITV material (4.6% of broadcaster-hours) than the rest of the year (which averaged 14.9%). It has already been noted that there were fewer weekly broadcast hours during the June 18 to September 29 period. The lower proportion of ITV is balanced in the summer by increased proportions of all other program types.

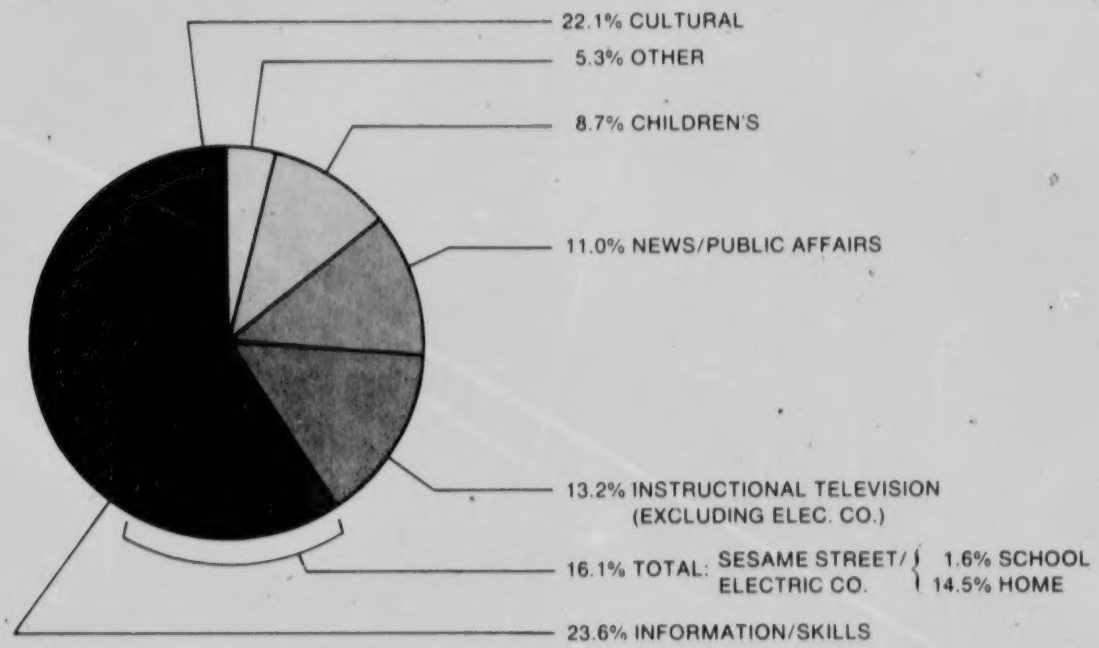
There were small differences between proportions of each program type in the January 12 to June 17 and the September 30 to January 11 periods. Since this survey covered FY 1978 (which began September 30, 1977) these periods represent the end and beginning of the 1977-78 broadcasting year. The main changes seem to have been decreases in the "cultural" and "news/public affairs" categories and an increase in the "information/skills" category from the first part of the year to the second.

The analysis of days when school was not in session shows no major differences from the analysis of the summer period. We can assume that school-not-in-session was a combination of summer dates and weekends. There were lower proportions of ITV and SS/EC than average on these days, and a more than average amount of all other program types.

Examining each program type by "daypart" reveals that different program types are most likely to be found during particular time periods on particular days of the week. ITV is clearly—and not surprisingly—the most frequent program type (38.0% of

FIGURE II.9 PTV PROGRAMMING BY TYPE OF PROGRAM

A. HOURS



B. PROGRAMS

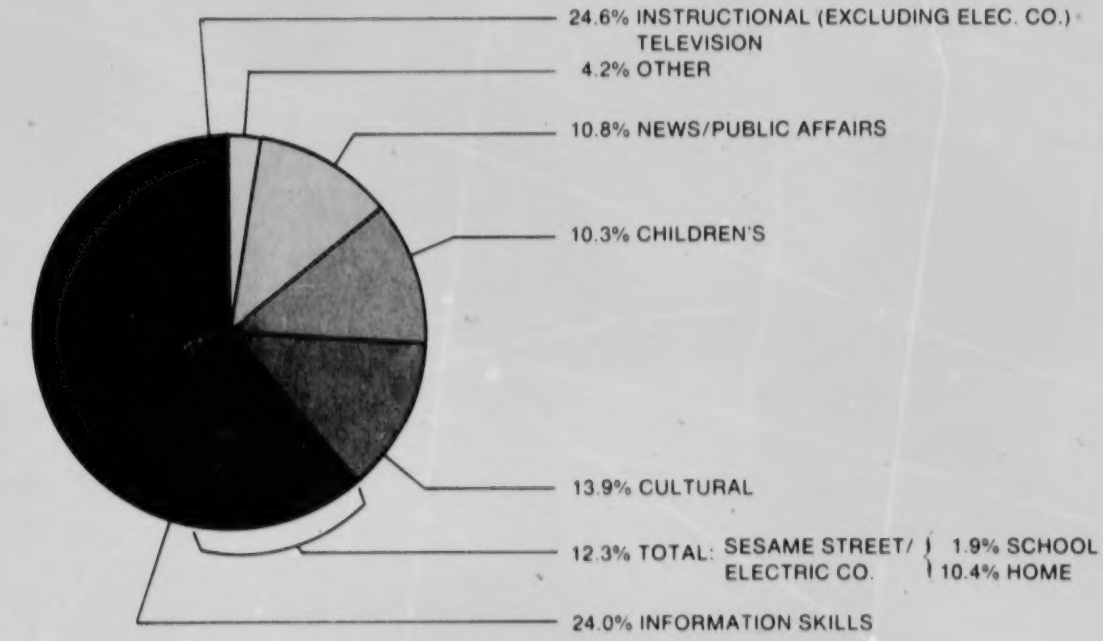


TABLE II.11
PERCENTAGE OF *PROGRAMS* BY REPEATS* BY BROADCASTER CATEGORY

Category	Not Aired In Last Two Weeks	Aired Earlier In Day	Aired In Last Two Weeks
All Broadcasters	66.8%	8.5%	25.8%
REGION			
Northeast	65.8	5.4	29.4
South	66.9	10.1	24.8
Central	67.9	9.1	23.4
West	65.0	9.4	27.2
Outlying	74.6	6.7	19.6
POPULATION			
Under 150,000	70.6	8.0	21.9
150,000-349,999	68.8	8.7	23.3
350,000-599,999	68.3	9.5	22.8
600,000-999,999	67.9	8.0	24.5
1,000,000-2,000,000	67.7	7.0	26.1
Over 2,000,000	62.7	10.4	30.1
Overlapped	61.5	8.4	31.4
Multiple Stations	67.4	8.3	24.9
CLASS			
State System	67.2	8.3	25.1
University	66.2	8.1	26.3
Community	67.0	8.6	26.0
Local School	64.9	10.9	25.9
BUDGET			
Under $400,000	72.2	11.0	17.7
$400,000-$899,999	68.7	8.7	23.2
$900,000-$1,399,999	68.1	6.1	25.9
$1,400,000-$1,899,999	63.6	9.1	29.7
$1,900,000-$4,999,999	64.3	9.6	26.9
$4,500,000 and over	65.9	7.3	28.4

*Totals may be greater than 100% due to multiple coding.

TABLE II.12
PERCENTAGE OF *HOURS* BY REPEATS* BY BROADCASTER CATEGORY

Category	Not Aired In Last Two Weeks	Aired Earlier In Day	Aired In Last Two Weeks
All Broadcasters	68.5%	7.6%	24.7%
REGION			
Northeast	68.0	5.5	27.1
South	68.9	8.1	24.1
Central	68.8	8.2	23.4
West	67.1	8.7	25.4
Outlying	75.7	6.6	18.6
POPULATION			
Under 150,000	70.3	7.2	23.1
150,000-349,999	69.5	9.1	22.1
350,000-599,999	68.5	8.0	24.0
600,000-999,999	69.5	7.0	24.0
1,000,000-2,000,000	70.0	6.6	24.0
Over 2,000,000	63.8	8.9	29.4
Overlapped	65.0	7.5	28.4
Multiple Stations	70.7	7.2	22.6
CLASS			
State System	70.4	6.7	23.4
University	67.1	7.9	25.6
Community	68.3	7.9	24.8
Local School	69.0	8.2	24.2
BUDGET			
Under $400,000	72.4	10.7	17.9
$400,000-$899,999	69.2	7.9	23.5
$900,000-$1,399,999	69.9	6.2	24.5
$1,400,000-$1,899,999	66.5	8.0	27.0
$1,900,000-$4,499,999	67.2	8.2	25.2
$4,500,000 and over	67.1	6.6	27.8

*Totals may be greater than 100% due to multiple coding.

all hours) in weekday school time* and is rather infrequent in all other periods except weekday preschool, where it accounts for 21.9% of all hours. SS/EC programming represents a high proportion of weekend morning material (36.0% of such hours) and a high proportion (34.5%) of all hours broadcast on weekdays between the end of school and the start of prime time. The two CTW children's programs also represent 17.7% of the hours broadcast on weekdays during school time.

General children's programming tends to follow the same pattern as SS/EC. When added together, the two program types cover more than half of the hours broadcast on weekend mornings. They also cover close to half of the hours broadcast on weekdays both before school and after school before prime time.

News and Public Affairs material is most concentrated in prime time (17.0%) of all hours, although it represents a greater proportion of late night (25.3% of all hours) programming. Information/skills material is more consistent across different time periods: its greatest concentration is in early evening weekend hours (36.5%) and prime time hours (26.7%). Cultural programs represent 49.0% of prime time, 38.7% of late night programming and 29.2% of early evening weekend hours.

Most of these patterns will be covered in later chapters.

*See Chapter III for more details.

TABLE II.13
PROGRAM TYPES AS PERCENTAGE OF DAYPART AND TIME OF YEAR: *HOURS*

	ITV*	SS/EC*	News/ P.A.	Info Skills	Chil- dren's	Cul- tural	Other
All Year	14.9%	16.1%	11.0%	23.6%	8.7%	22.1%	5.3%
January 12 to June 17	18.7	15.6	11.2	23.3	8.2	19.4	5.7
June 18 to September 29	4.7	16.9	12.2	26.0	10.1	25.7	4.7
September 30 to January 11	17.6	16.1	9.7	21.9	8.1	23.3	5.2
School in Session	25.2	18.9	11.0	21.1	8.7	13.9	4.1
School not in Session	3.0	12.9	11.0	26.4	8.6	31.5	6.6
Weekend Morning	4.2	36.0	1.4	20.2	22.5	12.9	2.9
Weekend Early PM	2.0	1.9	13.5	36.5	3.4	29.2	13.5
Weekday Pre-School	21.9	38.6	5.6	21.7	10.7	0.9	1.6
Weekday School	40.2	17.7	4.8	19.4	6.2	11.1	5.5
Weekday Post-School	5.8	34.5	10.2	20.6	23.2	3.5	2.4
Prime Time	0.6	0.1	17.0	26.7	0.4	49.0	6.3
Late	1.5	0	25.3	29.7	0	38.7	4.7

**The Electric Company* during school hours when school was in session included in both ITV and SS/EC categories.

TABLE II.14
PROGRAM TYPES AS PERCENTAGE OF DAYPART AND TIME OF YEAR: *PROGRAMS*

	ITV*	SS/EC*	News/ P.A.	Info Skills	Chil- dren's	Cul- tural	Other
All Year	26.5%	12.3%	10.8%	24.0%	10.3%	13.9%	4.2%
January 12 to June 17	31.9	11.5	10.5	22.5	9.4	12.3	4.2
June 18 to September 29	8.4	14.2	12.8	30.9	13.4	16.4	4.3
September 30 to January 11	31.7	12.2	9.6	21.1	9.3	14.3	4.0
School in Session	40.4	13.0	10.0	19.2	9.1	8.0	3.4
School not in Session	5.0	11.3	12.0	31.4	12.0	23.0	5.3
Weekend Morning	5.1	25.7	1.4	23.9	28.4	12.6	3.0
Weekend Early PM	2.4	1.5	14.2	41.5	4.3	26.4	9.7
Weekday Pre-School	30.1	24.7	5.3	24.5	12.0	1.1	2.4
Weekday School	58.7	10.9	2.9	16.1	5.8	6.0	3.9
Weekday Post-School	7.3	25.9	11.5	23.3	26.8	3.4	1.9
Prime Time	0.7	0.1	22.2	31.7	0.7	38.6	6.0
Late	1.7	0	32.1	36.7	0	25.2	4.3

**The Electric Company* during school hours when school was in session included in both ITV and SS/EC categories.

III. INSTRUCTIONAL TELEVISION SERVICES

Current public television programs have blurred traditional distinctions between "educational" or "instructional" content on the one hand and "general" content on the other. Series of programs such as *Sesame Street, The Electric Company* and *Villa Alegre* can be used by teachers in the traditional school situation; they also draw relatively large home audiences of children who are voluntarily watching for their own entertainment. Other programs of an informative nature *(Nova, The Ascent of Man,* etc.) have also come to be used in connection with college credit courses, while their open-channel airing simultaneously attract a general television audience. The problem is, to some extent, a semantic one. Old labels can no longer be clearly applied, and there is no consensus on new terminology. The analysis in this report has adopted a definition on ITV that is a combination of the new and the old. On the one hand, it excludes programs which were not originally produced for instructional use *(Nova, The Ascent of Man,* etc.). On the other hand, the analysis performed on ITV material in this report combine material almost universally acknowledged to be part of "instructional" television (programs "used in traditional school or instruction subjects" or "part of a self-teach program in standard instruction subjects") with airings of *The Electric Company* during school hours on days when school was in session. In those cases where *The Electric Company* was shown during school hours when school was in session, the hours and programs are counted as both ITV and as part of *Sesame Street/ The Electric Company* categories. Thus, tables and analysis in this chapter include ITV use of *The Electric Company,* tables and analysis in Chapter IV also include ITV use of *The Electric Company,* and tables and analysis discussing both ITV and *Sesame Street/The Electric Company* double count these programs so that percentages may total more than 100.

In FY 1978, public broadcasters carried an annual average of 728 hours and 2,199 programs of ITV material. (See Tables III.1 and III.2, pp. 28 and 29.) These represented 14.9% of total hours and 26.5% of total programs broadcast in the year. The difference in these proportions is due to the fact that *ITV programs are considerably shorter on the average (19.9 minutes each) than other programs (40.8 minutes each).* This year's data indicates a decrease of 24 hours (3.2%) from the 1976 annual average and an increase of 14 programs (0.6%) from the 1976 ITV averages.

In order to take a wide look at material that could be used for "instructional" purposes, data for three programs that are neither strictly instructional nor general have been combined with ITV programs in the following manner:

	Total year Hours	School hours school-in-session Hours
All programs	4894 (100%)	956 (100%)
ITV (excluding E.C.)	648 (13.2%)	478 (50.0%)
Sesame Street, The Electric Company, Villa Alegre	855 (17.5%)	212 (22.2%)
ITV plus 3 programs	1503 (30.7%)	690 (72.2%)

The most important point is made in the right-hand column. Hours of broadcasting during school time have been isolated for days on which school was in session. During these key hours, when it was possible for televised programming to be used in school situations, 50.0% of all hours were strictly ITV and an additional 22.2% were three programs that could be used in school situations. Thus, at least 72.2% of the broadcaster-hours of programming during the time when schools were open were potentially useful in a classroom—"at least" 72.2% because other material such as News/Public Affairs can also potentially be used in classrooms.

Many different programs and series were used in instructional television. However, the ten most frequently used programs accounted for 24.9% of all ITV programs. They are presented in the following table on ITV programs:

TABLE III.1
AVERAGE ANNUAL *HOURS* AND PERCENT* OF TOTAL *HOURS* PER BROADCASTER BY PROGRAM TYPE AND BROADCASTER CATEGORY

Category	ITV**	SS/EC**	News/P.A.	General
All Broadcasters	728 (14.9%)	788 (16.1%)	539 (11.0%)	2921 (59.7%)
REGION				
Northeast	798 (15.5%)	816 (15.8%)	573 (11.1%)	3041 (59.0%)
South	904 (18.0%)	763 (15.2%)	529 (10.5%)	2922 (58.2%)
Central	610 (12.2%)	870 (17.5%)	554 (11.1%)	3037 (60.9%)
West	684 (14.8%)	708 (15.3%)	508 (11.0%)	2800 (60.5%)
Outlying	327 (8.9%)	669 (18.3%)	480 (13.1%)	2223 (60.7%)
POPULATION				
Under 150,000	154 (4.0%)	582 (15.2%)	589 (15.4%)	2523 (66.0%)
150,000-349,999	540 (11.5%)	789 (16.8%)	561 (11.9%)	2895 (61.6%)
350,000-599,999	694 (14.0%)	835 (16.8%)	530 (10.7%)	3002 (60.6%)
600,000-999,999	789 (15.3%)	807 (15.7%)	558 (10.8%)	3079 (59.8%)
1,000,000-2,000,000	699 (13.4%)	914 (17.5%)	517 (9.9%)	3174 (60.9%)
Over 2,000,000	725 (13.2%)	969 (17.6%)	634 (11.6%)	3255 (59.3%)
Overlapped	958 (23.8%)	435 (10.8%)	384 (9.5%)	2300 (57.1%)
Multiple Stations	987 (20.2%)	744 (15.2%)	519 (10.6%)	2731 (55.8%)
CLASS				
State System	1091 (21.5%)	761 (15.0%)	569 (11.2%)	2754 (54.2%)
University	533 (11.0%)	770 (16.0%)	554 (11.5%)	3038 (62.9%)
Community	696 (13.6%)	878 (17.1%)	558 (10.9%)	3092 (60.2%)
Local School	860 (20.2%)	595 (14.0%)	410 (9.6%)	2478 (58.3%)
BUDGET				
Under $400,000	550 (13.1%)	734 (17.5%)	507 (12.1%)	2461 (58.8%)
$400,000-$899,999	567 (12.3%)	741 (16.0%)	546 (11.8%)	2842 (61.5%)
$900,000-$1,399,999	720 (14.7%)	748 (15.2%)	516 (10.5%)	2998 (61.1%)
$1,400,000-$1,899,999	849 (17.3%)	782 (16.0%)	474 (9.7%)	2878 (58.8%)
$1,900,000-$4,499,999	898 (17.3%)	894 (16.7%)	550 (10.3%)	3108 (58.2%)
$4,500,000 and over	838 (15.4%)	882 (16.2%)	719 (13.2%)	3090 (56.7%)

*Percent may total more than 100% due to multiple coding of E.C.
**Includes EC played during school hours when school was in session.

ITV PROGRAMS

	# Programs	Per cent of ITV	
The Electric Company	162.4	7.4	
Inside/Out	56.9	2.6	
All About You	53.0	2.4	
Cover to Cover I	47.6	2.2	
Self, Inc.	45.9	2.1	
Bread and Butterflies	39.8	1.8	
Cover to Cover II	36.3	1.7	
Measuremetric	35.9	1.6	
Ripples	35.5	1.6	
Readalong	32.2	1.5	
	545.5	24.9%	of ITV programs

DIFFERENCES AMONG BROADCASTERS

Different categories of broadcasters devoted different proportions and different annual amounts of their air time to ITV material. Figure III.1 presents the key details. (See p. 30.)

Average annual hours of ITV material and the percentage of air time devoted to such material increase sharply from the lowest to the next highest budget category. On the average, broadcasters in the highest budget category presented fewer hours than the fourth and fifth categories and devoted a smaller proportion of their air time to ITV than broadcasters in any other budget category.

Broadcasters in the South provided more hours (904) and devoted a greater percentage of their air time (18.0%) to ITV than did broadcasters in

TABLE III.2
AVERAGE ANNUAL *PROGRAMS* AND PERCENT* OF TOTAL *PROGRAMS* PER BROADCASTER BY PROGRAM TYPE AND BROADCASTER CATEGORY

Category	ITV**	SS/EC**	News/P.A.	General
All Broadcasters	2199 (26.5%)	1021 (12.3%)	895 (10.8%)	4332 (52.3%)
REGION				
Northeast	2490 (28.6%)	1039 (11.9%)	960 (11.0%)	3471 (50.1%)
South	2691 (30.7%)	1003 (11.4%)	864 (9.8%)	4414 (50.3%)
Central	1904 (23.1%)	1121 (13.6%)	919 (11.1%)	4472 (54.2%)
West	1940 (25.1%)	925 (11.9%)	852 (11.0%)	4178 (54.0%)
Outlying	1034 (16.6%)	869 (14.0%)	825 (13.3%)	3563 (57.3%)
POPULATION				
Under 150,000	395 (6.7%)	770 (13.1%)	965 (16.4%)	3089 (64.6%)
150,000-349,999	1053 (21.1%)	1035 (13.2%)	954 (12.2%)	4367 (55.7%)
350,000-599,999	2007 (23.9%)	1095 (13.1%)	956 (11.4%)	4538 (54.1%)
600,000-999,999	2462 (27.9%)	1041 (11.8%)	916 (10.4%)	4565 (51.8%)
1,000,000-2,000,000	2198 (25.6%)	1170 (13.6%)	875 (10.2%)	4535 (52.7%)
Over 2,000,000	2223 (24.8%)	1222 (13.7%)	987 (11.0%)	4702 (52.5%)
Overlapped	2649 (35.5%)	566 (7.6%)	644 (8.6%)	3703 (49.6%)
Multiple Stations	2995 (34.5%)	983 (11.3%)	842 (9.7%)	4036 (46.5%)
CLASS				
State System	3316 (36.2%)	996 (10.9%)	925 (10.1%)	4109 (44.8%)
University	1489 (19.1%)	990 (12.7%)	931 (11.9%)	4523 (58.0%)
Community	2178 (25.4%)	1227 (13.2%)	928 (10.8%)	4510 (52.6%)
Local School	2640 (33.8%)	815 (10.4%)	673 (8.6%)	3863 (49.5%)
BUDGET				
Under $400,000	1747 (24.4%)	982 (13.7%)	852 (11.9%)	3702 (51.8%)
$400,000-$899,999	1648 (21.7%)	966 (12.7%)	906 (12.0%)	4201 (55.4%)
$900,000-$1,399,999	2230 (26.8%)	951 (11.5%)	890 (10.7%)	4385 (52.8%)
$1,400,000-$1,899,999	2585 (30.5%)	1027 (12.1%)	779 (9.2%)	4254 (50.2%)
$1,900,000-$4,499,999	2703 (29.1%)	1151 (12.4%)	927 (10.0%)	4722 (50.8%)
$4,500,000 and over	2456 (27.2%)	1137 (12.6%)	1071 (11.9%)	4524 (50.1%)

*Totals may be more than 100% due to multiple coding of E.C.
**Includes E.C. played during school hours when school was in session.

any other region. They are followed by Northeastern states (798 hours, 15.5%), the Western states (684 hours, 14.8%), the Central states (610 hours, 12.2%), and the outlying regions (327 hours, 8.9%).

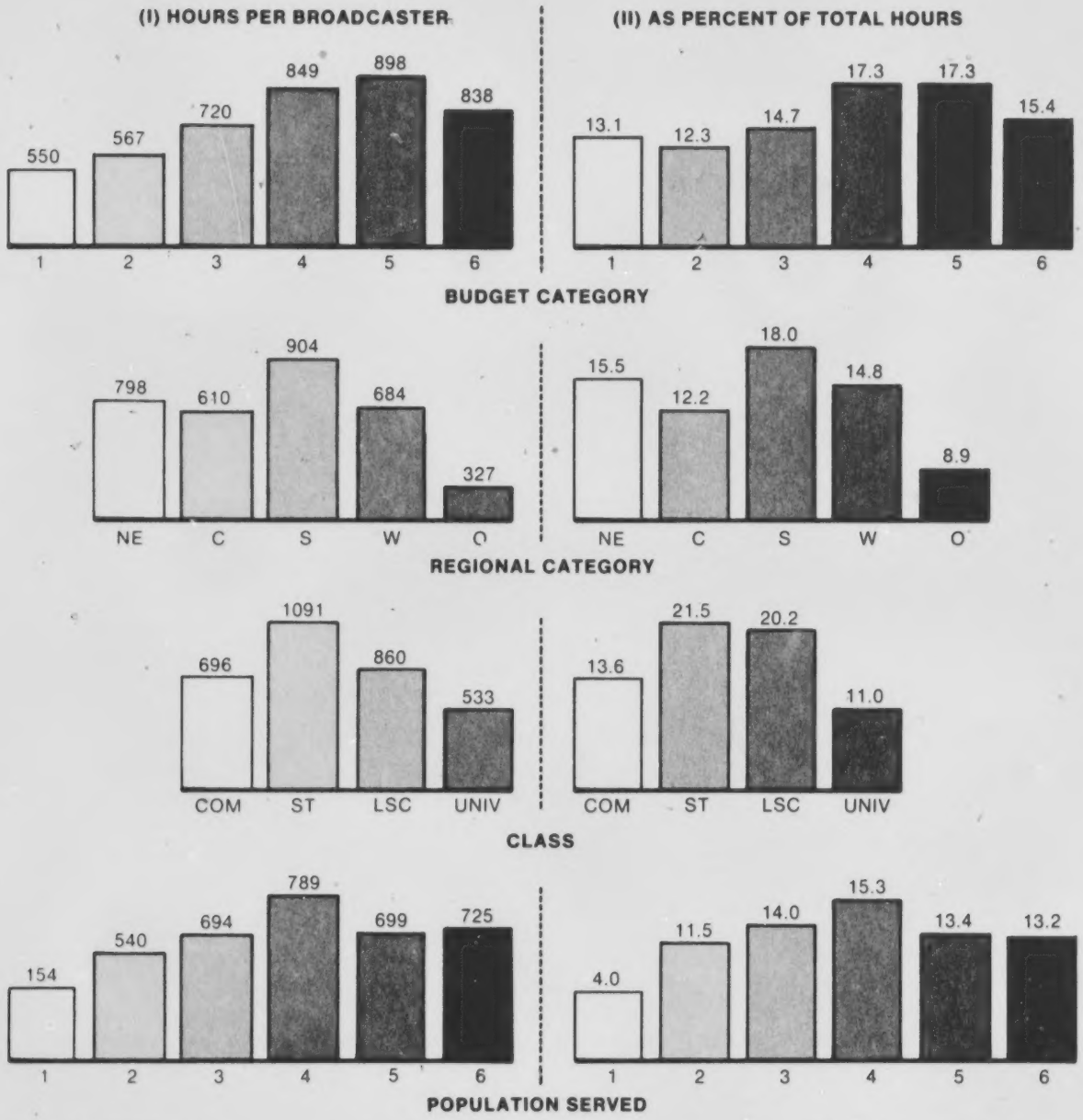
State systems provided the highest average number of hours and the highest proportion (1,091 hours, 21.5%), and university licensed broadcasters provided the lowest averages (533 hours, 11.0%). The data also indicates that broadcasters associated with local school systems devoted a relatively high proportion of their total hours (20.2%) to ITV.

Broadcasters serving areas with a population of 600,000 to 999,999 people provided more ITV hours and a higher proportion of their total air time to ITV material than others. However, Figure III.1 (see p. 30) does not show data from Table III.1 (see p. 28) that indicates that the highest proportions of ITV hours were broadcast by "overlapped" (23.8%) and "multiple" (20.2%) broadcasters.

ITV SUBJECT MATTER, GRADE LEVEL AND FORMAT

Most of the remainder of this chapter presents data about programs, rather than hours. In the realm of ITV, most professionals are interested in the program as the unit of analysis. Tables III.3 through III.8 (see pp. 31 through 33) present analyses of both hours and programs for the interested reader. Later chapters resume the emphasis on program hours.

FIGURE III.1
AVERAGE ANNUAL ITV HOURS BY BROADCASTER CATEGORY



BUDGET CATEGORY

1 = UNDER $400,000
2 = $400,000-$899,999
3 = $900,000-$1,399,999
4 = $1,400,000-$1,899,999
5 = $1,900,000-$4,499,999
6 = $4,500,000 and over

REGIONAL CATEGORY

NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS

COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED

1 = UNDER 150,000
2 = 150,000-349,999
3 = 350,000-599,999
4 = 600,000-999,999
5 = 1,000,000-2,000,000
6 = OVER 2,000,000

TABLE III.3
AVERAGE ANNUAL ITV HOURS AND PROGRAMS PER BROADCASTER BY SUBJECT MATTER

	HOURS		PROGRAMS	
	Annual Average	Per cent of Total	Annual Average	Per cent of Total
Children's Basic Education*	42.8	6.1%	141.4	6.6%
Reading—Writing	138.1	19.6	382.4	17.9
Literature—Humanities	63.8	9.0	207.9	9.8
Foreign Language	16.5	2.3	46.2	2.2
Math	54.7	7.7	163.5	7.7
Science	69.5	9.8	225.0	10.5
Social Science	57.0	8.1	163.1	7.7
History	31.3	4.4	82.1	3.9
Music/Art/Theater	71.7	10.2	228.2	10.7
Home Economics	10.8	1.5	29.1	1.4
Health/P.E./Safety	58.0	8.2	226.0	10.6
Environment	7.0	1.0	22.4	1.1
Teacher Training	15.9	2.2	33.4	1.6
Professional Training	7.4	1.1	16.0	0.8
Vocational	21.1	3.0	66.1	3.1
Other	40.1	5.7	99.5	4.7
TOTAL**	705.6		2132.4	

*Covers primary level courses which include multi-disciplinary subjects.
**Less than 3.5% missing data.

TABLE III.4
AVERAGE ANNUAL ITV HOURS AND PROGRAMS PER BROADCASTER BY GRADE LEVEL*

	HOURS		PROGRAMS	
Grade	Annual Average	Per cent of Total	Annual Average	Per cent of Total
Kindergarten	85.1	12.2%	325.9	15.4%
1st	127.0	18.2	497.2	23.5
2nd	212.9	30.5	660.7	31.2
3rd	226.1	32.4	702.2	33.2
4th	298.2	42.7	902.4	42.7
5th	230.6	33.0	779.2	36.8
6th	194.0	27.8	635.8	30.0
7th	124.3	17.8	405.5	19.2
8th	112.0	16.0	363.9	17.2
9th	112.6	16.1	338.0	16.0
10th	75.9	10.9	187.6	8.9
11th	74.7	10.7	184.1	8.7
12th	73.2	10.5	181.6	8.6
Junior College	46.1	6.6	87.8	4.1
College	65.9	8.4	120.5	5.7
Adult	60.3	8.6	121.2	5.7

*Totals may be more than 100% due to multiple coding.

TABLE III.5
AVERAGE ANNUAL ITV HOURS AND PROGRAMS PER BROADCASTER BY FORMAT AND PROGRAM*

	HOURS		PROGRAMS	
Format**	**Annual Average**	**Per cent of Total**	**Annual Average**	**Per cent of Total**
Lecture	215.7	31.9	653.6	31.8
Interview with Expert	33.6	5.0	83.9	4.1
Discussion among People	31.6	4.7	85.3	4.2
Demonstration	155.8	23.0	522.8	25.5
Actual Event in Real Time	17.3	2.6	52.2	2.5
Dramatization	311.5	46.0	906.3	44.1
Documentary	101.1	14.9	303.5	14.8
Narrated Graphic Symbols	59.9	8.9	215.7	10.5
Animation	136.4	20.2	349.7	17.0

*Total is greater than 100% because one or two responses were allowed.
**For definition of format categories, see Appendix D.

TABLE III.6
AVERAGE ANNUAL ITV HOURS AND PROGRAMS PER BROADCASTER BY A) PRODUCING SOURCE AND B) SOURCE OF DISTRIBUTION

	HOURS		PROGRAMS	
	Annual Average	**Per cent of Total**	**Annual Average**	**Per cent of Total**
A) *Producing Source*				
Local	123.2	17.1	335.5	15.4
Consortium	78.3	10.8	235.7	13.1
CTW	81.9	11.3	163.8	17.5
Foreign-Coproduction	20.2	2.8	71.8	3.3
Major PTV Organization	56.1	7.8	176.6	8.1
Other PTV Organization	140.1	19.5	487.6	22.4
Independent	175.9	24.4	528.1	24.2
Commercial U.S.	4.1	0.6	10.7	0.5
Other	42.0	5.8	121.2	5.6
B) *Source of Distribution*				
Local	119.9	16.6	324.1	14.8
Exchange with other PTV Organization	24.0	3.3	69.3	3.2
Regional/State Network	74.9	10.3	235.6	10.8
PBS	119.1	16.4	236.0	10.8
PTL	2.1	0.3	2.8	0.1
AIT	137.3	19.0	521.4	23.9
GPNITL	36.1	5.0	126.2	5.8
Other Instructional Supplier	175.4	24.2	577.5	26.5
Other	35.0	4.8	89.9	4.1

TABLE III.7
AVERAGE ANNUAL ITV HOURS AND PROGRAMS PER BROADCASTER BY A) METHOD OF TRANSMISSION AND B) USE OF REPEAT PROGRAMS

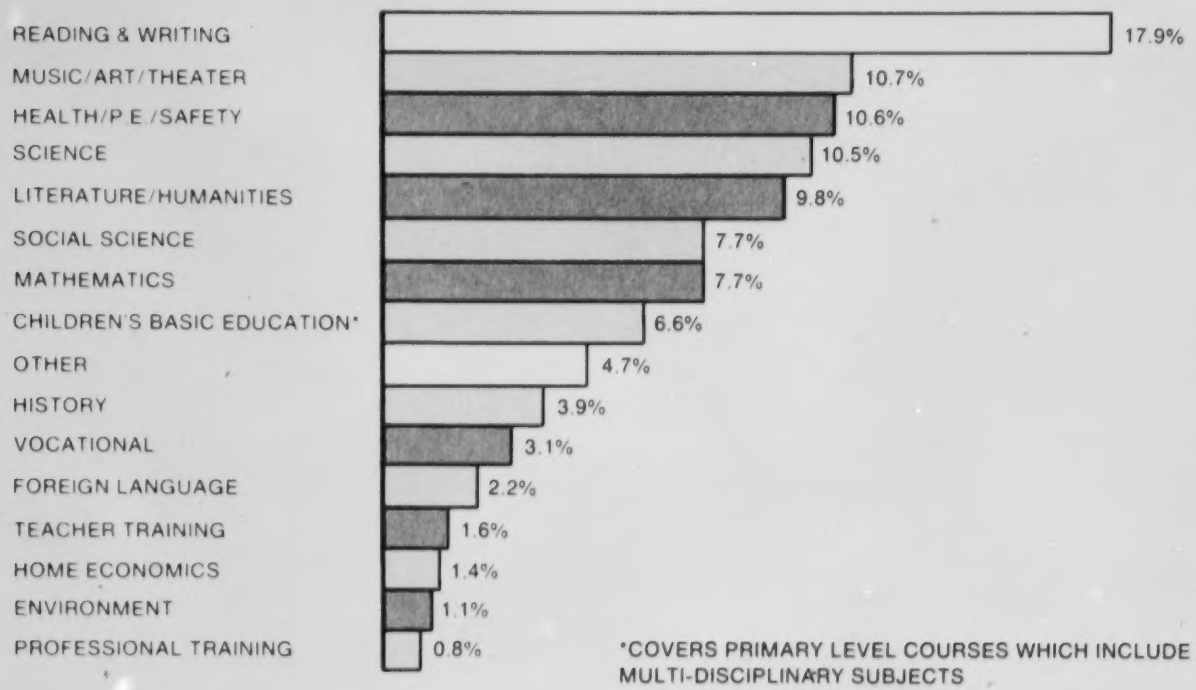
	HOURS		PROGRAMS	
	Annual Average	Per cent of Total	Annual Average	Per cent of Total
A) *Method*				
Local—Live	2.5	0.4	5.0	0.2
Local—Tape	120.3	17.4	326.6	15.7
Local—Remote	1.3	0.2	2.8	0.1
Direct via TELCO Line	120.8	17.5	372.1	17.9
Direct via Satellite	10.1	1.5	22.7	1.1
Taped from Interconnect	68.9	10.0	156.4	7.5
Bicycled Tape	309.5	44.8	1005.0	48.3
Film Chain	8.9	1.3	25.6	1.2
Other	48.9	7.1	162.4	7.8
B) *Repeats**				
Not Aired in Last Two Weeks	402.6	59.1	1161.9	56.8
Aired Earlier in Day	74.3	10.9	232.4	11.4
Aired in Last Two Weeks	218.8	32.1	696.9	34.1

*Per cents may total more than 100% due to multiple coding.

TABLE III.8
AVERAGE ANNUAL HOURS AND PROGRAMS PER BROADCASTER OF LOCAL ITV, AND LOCAL ITV AS PERCENT OF ALL ITV BY BROADCASTER CATEGORY

	HOURS		PROGRAMS	
Category	Local Annual Average	Local as Per cent of All ITV	Local Annual Average	Local as Per cent of All ITV
REGION				
Northeast	57.5	7.2	155.4	6.2
South	239.7	26.5	623.2	23.2
Central	60.0	9.8	200.2	10.5
West	112.3	16.4	274.1	14.1
Outlying	89.8	27.5	295.5	28.6
POPULATION				
Under 150,000	15.8	10.3	35.0	8.9
150,000-349,999	42.1	7.8	121.7	7.4
350,000-599,999	87.9	12.7	250.5	12.5
600,000-999,999	118.0	14.9	365.0	14.8
1,000,000-2,000,000	87.7	12.5	251.9	11.5
Over 2,000,000	96.3	13.3	276.5	12.4
Overlapped	267.9	28.0	561.8	21.2
Multiple Stations	207.9	21.1	566.8	18.9
CLASS				
State System	258.5	23.7	718.8	21.7
University	73.6	13.8	152.0	10.2
Community	58.1	8.4	177.4	8.1
Local School	214.1	24.9	591.8	22.4
BUDGET				
Under $400,000	98.8	18.0	291.1	16.7
$400,000-$899,999	80.7	14.2	217.9	13.2
$900,000-$1,399,999	98.7	13.7	258.8	11.6
$1,400,000-$1,899,999	198.0	23.3	525.4	20.3
$1,900,000-$4,499,999	142.6	15.9	404.1	14.9
$4,500,000 and over	113.1	13.5	280.8	11.4

FIGURE III.2
PERCENTAGE OF ITV PROGRAMS BY SUBJECT MATTER



*COVERS PRIMARY LEVEL COURSES WHICH INCLUDE MULTI-DISCIPLINARY SUBJECTS

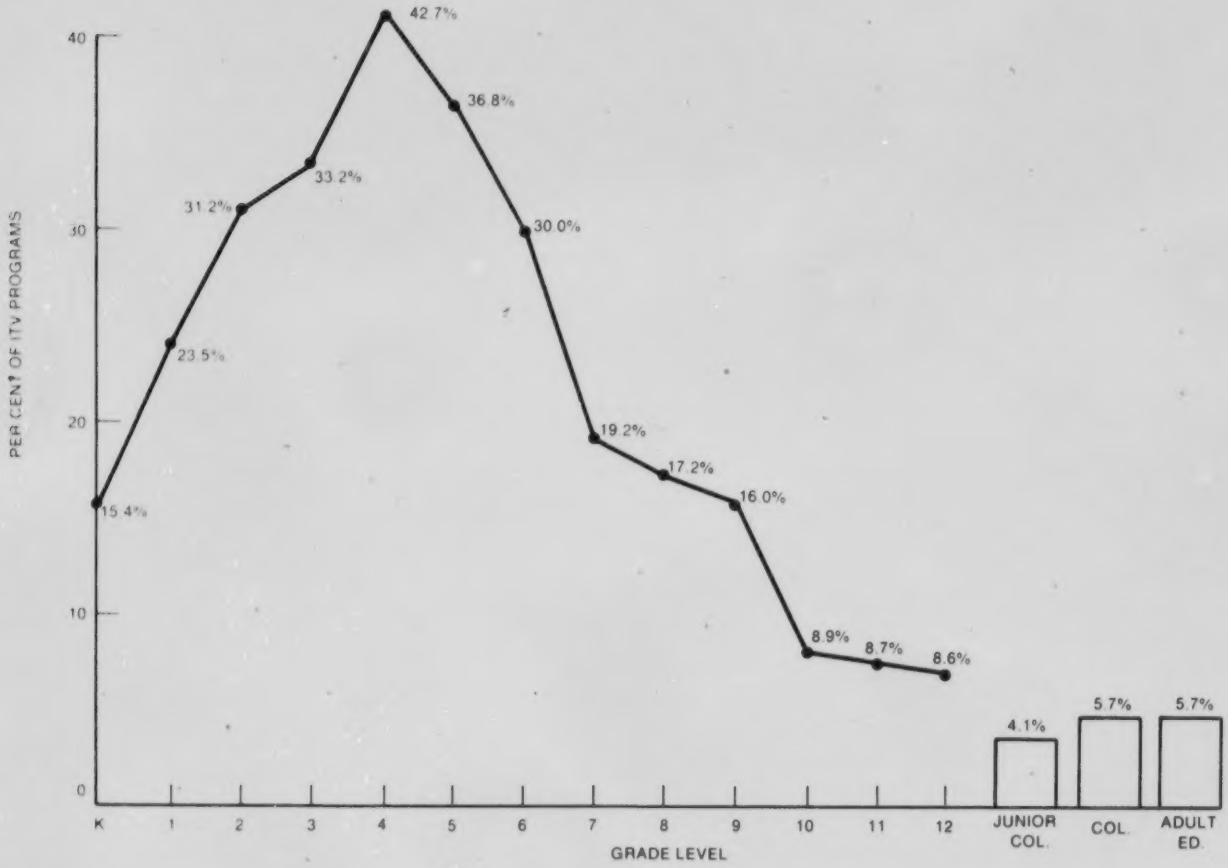
It is clear from Figure III.2 that ITV programming was spread over a wide range of subject matter; however, five areas were most frequent. Reading and writing (primarily that influence of *The Electric Company*) (17.9%) was the most frequent subject matter category, followed by Music/Art/Theater (10.7%), Health/P.E./Safety (10.5%), Natural and Physical Sciences (10.5%), and Literature/Humanities (9.8%).

ITV programs are usually useful at several grade levels. The survey format allowed respondents to indicate the lowest and the highest grade levels toward which each program applied. A program was counted as being intended for all grade levels in that range. (Thus, totals are greater than 100%.) Figure III.3 graphically demonstrates the pattern of ITV programming by grade levels. ITV was most heavily concentrated for the first through sixth grades, with a peak at grades three, four and five. There was a sharp drop between the sixth and seventh grades and a continued decline until high school seniors were the target for the lowest proportion of material appropriate for grade schools. By subtracting the material intended for viewers above the high school level, it can be determined that at least 75.1% of ITV air time (11.2% of all air time) was for school children.

Materials at the Junior College level (4.1% of programs), the college/university level (5.7%), and for adult education (5.7%) were not as frequent as grade school programming. However, this type of programming is of considerable interest to many PTV professionals.

Respondents were asked to pick the best or best *two* categories of format for instructional programs. The categories included: lecture/monologue—a teacher teaching, maybe with blackboard or props; interview with expert; discussion—two or more people discuss, interact, teach (may include a student asking questions); demonstration—instead of only verbal description, a task is shown; actuality—an actual event recorded or transmitted live with emphasis on the event; dramatization—re-creation of an event or fictional re-creation using dramatic or cinematic techniques; documen-

FIGURE III.3
PERCENTAGE OF ITV PROGRAMS BY GRADE LEVEL



tary; narrated symbols—narration over graphics (short of animation) and animation—frame by frame changes that create the illusion of motion over time. Figure III.4 (see p. 36) shows that the dramatization format (influenced greatly by *The Electric Company*) was the most frequently used type (44.1% of all ITV programs) followed by lecture (31.8%), and demonstration (25.5%).

Computerized data processing has allowed an analysis of both grade levels and formats of ITV programming by subject matter. The sample size for the entire survey was not large enough to produce reliable data for a table with 256 cells (16 grades by 16 subjects). Thus, the discussion is limited to the patterns that have clearly emerged (For details, see Appendix E.).

Subject Matter by Grade Level

- Children's Basic Education programs were (naturally) concentrated at levels K and 1, where they reflected 22.1% and 15.7% of all programs in these grades respectively.
- Reading and Writing was concentrated in the second, third, and fourth grades with 37.8%, 32.9%, and 23.5% respectively.
- Literature and Humanities material was concen-

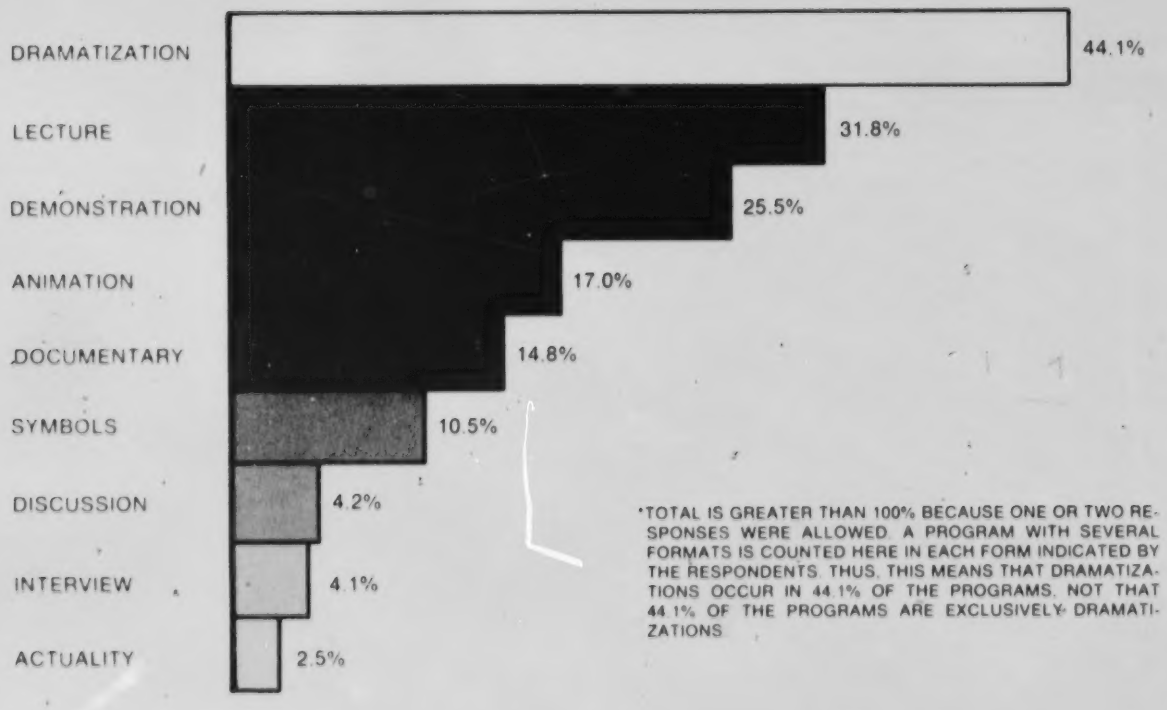
trated in grade 5 (13.3% of programs) and grades 9 through 12 (12.2% to 12.7%).

- Foreign Language programs were concentrated in high school (just over 10% for each of grades 10-12).
- Mathematics was primarily found in grades 5-9 (where percentages ranged from 14-17%).
- Natural and Physical Science programs were an essentially constant percentage of programs (10-12%) between grades 3 and 12.
- Social Science programs formed a gradually increasing percentage of programs, ranging from 5% for grade 1 to 12% for grade 12.
- Music, Art, Theater programs had their highest concentration in the early grades (K-2 had between 14% and 20%) but were also spread relatively evenly across 3-7 with percentages ranging from 7% to 12%.
- Health, P.E., and Safety were concentrated in grades K-3 (13% to 25%) but were also prevalent in the Junior High School grades of 7-9 (14% to 15%).
- Home Economics comprised a very small portion of ITV programs in all grades. However, they reached their highest proportions in high school (grades 10-12 were about 5% of all programs) and Junior College with 8%.
- Environmental programs were also quite infrequent. They were spread over grades K-9.
- Vocational programs appeared mostly for grades 4-6 (5%-7%).

Grade Level by Subject Matter

- Kindergarten—ITV programming was concentrated in three subject areas: Basic Education (22.1%), Music/Art/Theater (19.6%) and Health/P.E./Safety (24.4%).
- First grade is very similar to Kindergarten, with slightly less emphasis on basic education. The most frequent ITV subjects were Reading & Writing (18.0%), Health/P.E./Safety (17.8%), Music/Art/Theater (17.4%) and Basic Education (15.7%).
- In second grade the ITV emphasis shifts more

FIGURE III.4
PERCENTAGE OF ITV PROGRAMS BY FORMAT



*TOTAL IS GREATER THAN 100% BECAUSE ONE OR TWO RESPONSES WERE ALLOWED. A PROGRAM WITH SEVERAL FORMATS IS COUNTED HERE IN EACH FORM INDICATED BY THE RESPONDENTS. THUS, THIS MEANS THAT DRAMATIZATIONS OCCUR IN 44.1% OF THE PROGRAMS, NOT THAT 44.1% OF THE PROGRAMS ARE EXCLUSIVELY DRAMATIZATIONS.

strongly on Reading and Writing (37.8%) trailed by Music/Art/Theater (13.9%) and Health/P.E./Safety (13.1%).

- Third grade starts an increasing emphasis on science. ITV programming was concentrated in Reading and Writing (32.9%), Health/P.E./Safety (12.8%) and Science (11.3%).
- Fourth grade ITV programming was most frequently Reading and Writing (23.5%), Math (11.7%), Science (10.9%) and Health/P.E./Safety (9.4%).
- In fifth grade, the emphasis shifts away from Reading and Writing. ITV programming was concentrated in Math (14.1%), Literature/Humanities (13.3%), Health/P.E./Safety (10.5%), Music/Art/Theater (10.4%) and Science (10.3%).
- Sixth grade ITV programming was primarily Math (17.8%), Music/Art/Theater (12.1%) and Science (10.6%).
- Grades seven and eight tended to have ITV programming concentrated in Math (about 15%), Health/P.E./Safety (about 14%) and Physical and Social Sciences (about 10%).
- In ninth grade the concentration of Literature/Humanities grows. ITV programming was primarily Health/P.E./Safety (15.4%), Math (13.9%) and Literature/Humanities (12.2%).
- Tenth, eleventh and twelfth grades had ITV programs most frequently in the subjects of History (15% for grades 10 and 11, 12% for grade 12), Literature/Humanities (about 12%), Social Sciences (about 12%), Physical Sciences (about 11.5%) and Foreign Languages (about 10.5%).

Subject Matter by Format*

- Children's Basic Education programs were mostly dramatizations (62.0%) and documentaries (31.6%).
- Reading and Writing programs were most frequently dramatizations (75.6%) and animation (63.4%).
- Literature and Humanities programs were characterized by lecture formats (61.5%), narrated graphic symbols (49.7%) and dramatizations (29.0%).
- Foreign language programs were primarily dramatizations (51.6%) and lectures (41.8%).
- Mathematics programs were most frequently dramatizations (59.2%) or animation (33.9%).
- Natural and Physical Science programs were mainly demonstrations (49.2%) or lectures (44.9%).
- Social science programs were almost equally documentaries (37.5%), lectures (37.3%) or dramatizations (32.6%).
- History programs were also primarily documentaries (41.5%), dramatizations (38.8%) and lectures (21.0%).
- Music, Art and Theater programs were primarily demonstrations (75.9%).
- Health, PE and Safety programs were dramatizations (62.2%), demonstrations (33.0%) and lectures (26.8%).
- The small number of Teacher and Professional Training programs most commonly used lectures (47.7% and 48.8% respectively).
- Environmental programs were mostly documentaries (30%), while Home Economics programs were lectures (45%) or dramatizations (43%) and Vocational programs tended to be dramatizations (70%).

*NB. One or two formats could be coded per program. Many programs combine several formats.

PRODUCTION, DISTRIBUTION AND TRANSMISSION OF ITV

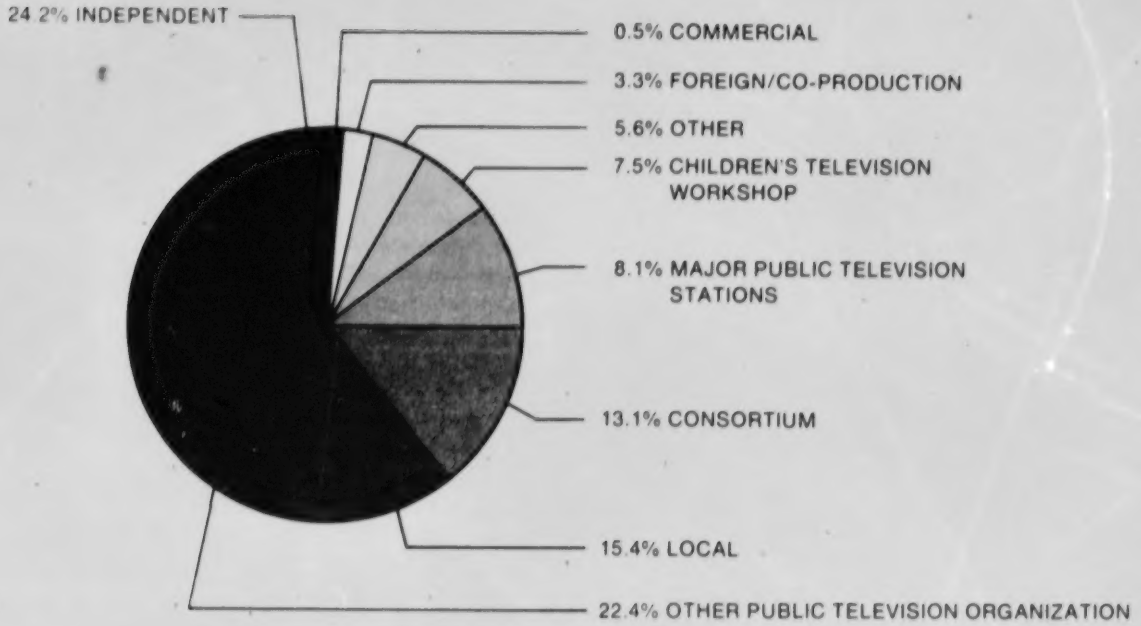
There are four major sources of ITV production that accounted for more than three-quarters of ITV programs. These are depicted in Figure III.5 (see p. 38.) Independent ITV producers were responsible for 31.7% (including CTW) of the ITV programs used by broadcasters in fiscal year 1978. This is noteworthy, since it is the only area of public television programming in which outside organizations play such a significant role. "Other" PTV organizations produced 22.4% of the programs. Local production still accounted for 15.4% of all programs, although local ITV production has been declining sharply for more than a decade. (For details of local ITV production by Broadcaster Category, see Table III.8, p. 41.) Finally, programs produced by a consortium amounted to 13.1% of the total.

Consortium production is a relatively recent phenomenon on the ITV scene. It has come about because of increasing demands for higher quality, more expensive programs and because of the economic savings made when producing programs for mutual use. The other side of the coin, however, is a steadily decreasing amount of local ITV production. Figure III.6 (see p. 39) compares somewhat different measurements of ITV broadcast *hours* that had been produced locally since 1964. The methodological differences may add a bit of imprecision, but the declining proportion of local production is very strong and very clear.

Part B of Figure III.5 (see p. 38) describes the sources of distribution of ITV programs. The Agen-

FIGURE III.5
PERCENTAGE OF ITV PROGRAMS BY PRODUCER AND DISTRIBUTOR

A. PRODUCER



B. DISTRIBUTOR

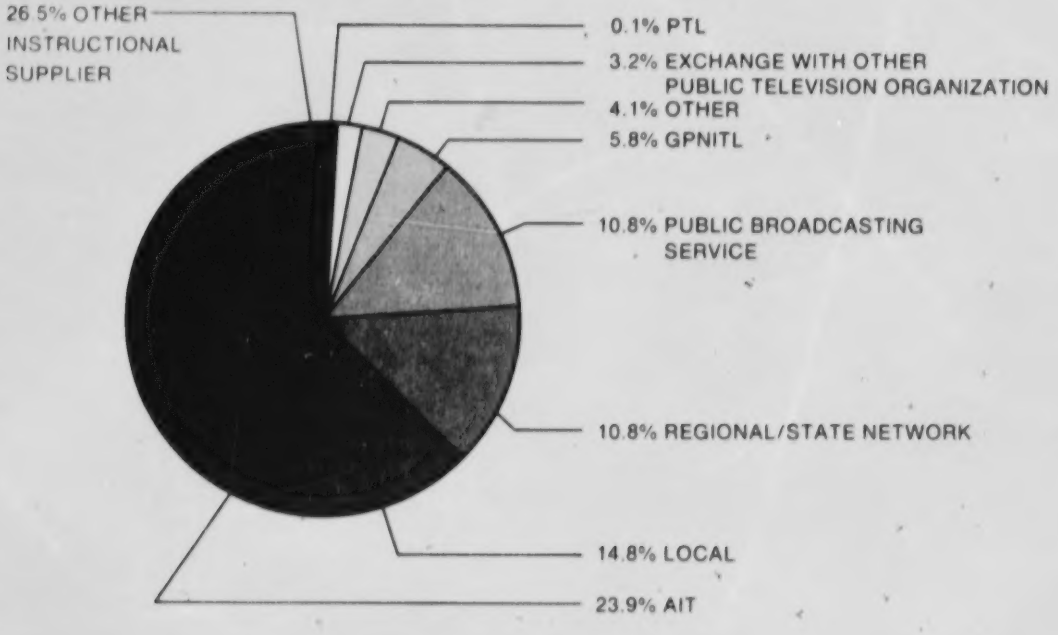
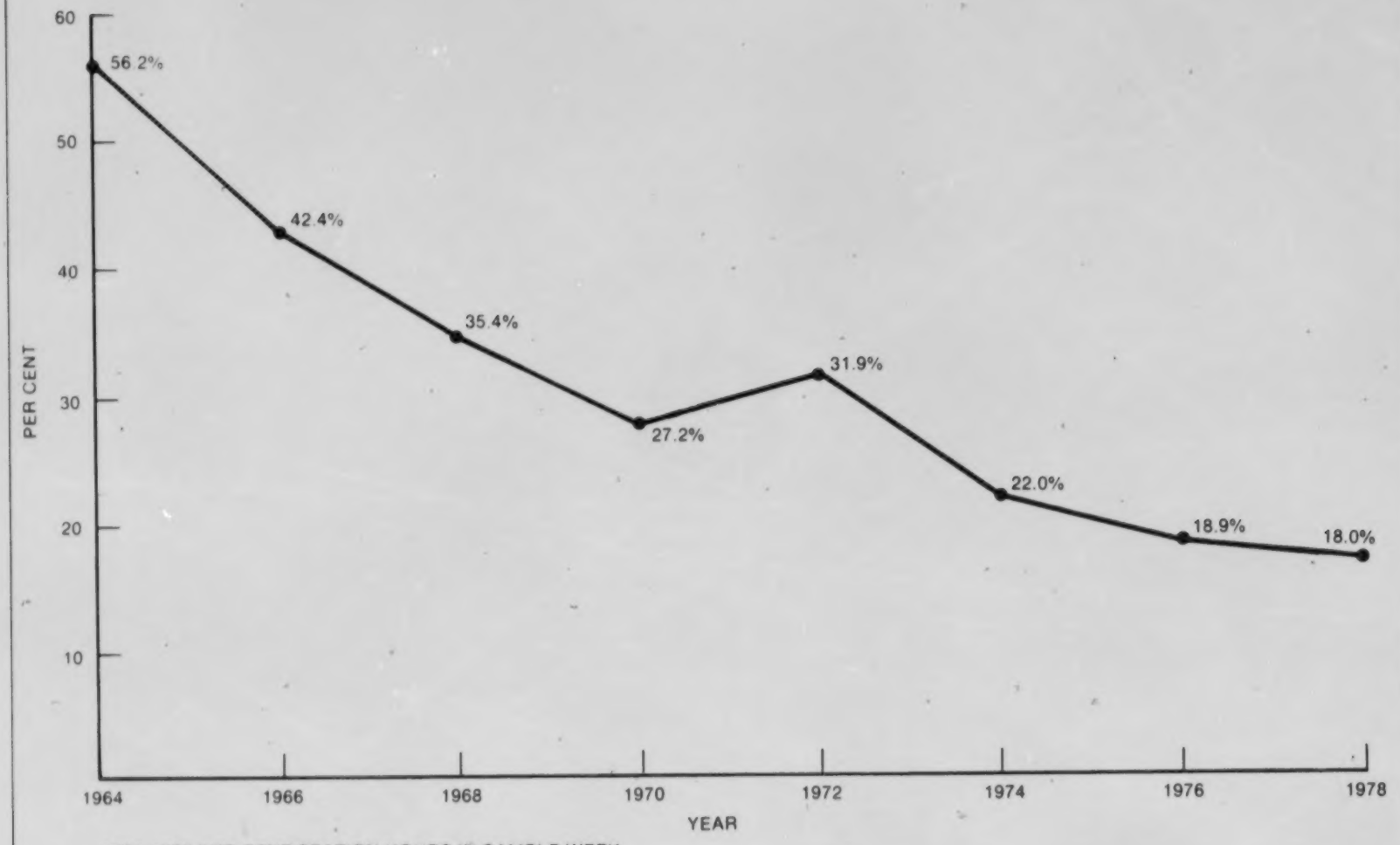


FIGURE III.6
LOCAL PRODUCTION OF ITV PROGRAMMING SINCE 1964
(PERCENTAGE OF ITV HOURS LOCALLY PRODUCED)



1964-1970 PER CENT STATION HOURS IN SAMPLE WEEK
1972 PER CENT BROADCASTER HOURS IN SAMPLE WEEK
1974-1978 PER CENT BROADCASTER HOUR IN SAMPLE YEAR
1976-1978 ITV *THE ELECTRIC COMPANY* INCLUDED

cy for Instructional Television (AIT), formerly known as National Instructional Television, distributed 23.9% of the ITV programs, and The Great Plains National Instructional Television Library (GPNITL) distributed 5.8%. Programs that came from the broadcaster's own facilities accounted for another 14.8% of the programs; and "other instructional suppliers" played a major role. Regional/state networks distributed 10.8% of all ITV programs. This deserves closer examination:

	Source of Distribution		Method of Transmission			
	Per cent from regional/ state network	Per cent from "our own" facilities	Tape from our facility	Direct via TELCO line**	Tape: Bicycle or other	Film Chain
Northeast	19.4%	6.3%	6.1%	42.4%	45.0%	0.6%
South	4.0	23.6*	24.9	7.5	61.5	0.9
Central	18.6	10.7	12.1	19.9	27.6	0.8
West	2.8	14.4	15.9	4.2	70.3	2.4

*See explanation in following paragraph.
**Includes both PBS and regional/state networks.

There was an inverse relationship between the amounts of regional/state network distribution and local distribution of ITV programs. In the Northeast, ITV distribution from the EEN accounted for a major share of all ITV programs, while there was comparatively little "local" material. In the South, the pattern was totally reversed. Southern broadcasters got a great deal of their ITV from their own facilities and a relatively small proportion from SECA (Southern Educational Communications Association), the regional network. (Note that "local" distribution for many Southern broadcasters is statewide.) Broadcasters in the Central region received 18.6% of their ITV from either the Central Educational Network, Midwestern Educational Television or intra-state networks of independently scheduled broadcasters. Local material was less frequent than the overall average. Western broadcasters obtained a low proportion of their material from the Pacific Mountain Network or intra-state distribution. The proportion of programs from their own facilities was almost at the average for all broadcasters.

The most frequent method of transmission of ITV programs was videotape that had been shipped by "bicycle" or other methods. As Figure III.7 shows, this method accounted for almost half (48.3%) of all ITV programs aired in Fiscal Year 1978. Locally available material—almost entirely on tape—and the use of interconnection—19.0% direct and 7.5% taped for replay—were the next most frequent methods. The use of film chains, live productions or other methods was relatively infrequent.

Differences across regions of the country in sources of distribution were paralleled by differences in method of transmission. The data indicates several phenomena. First, the Northeastern and Central broadcasters used direct interconnection for a great deal (40.8% and 22.9% respectively) of their ITV material, while broadcasters in other parts of the country used it much less frequently. This phenomenon may be affected by strong state networks (NYN, PPTN, and OETNC) connecting individual broadcasters in these regions.

Second, distribution of videotape by bicycle or other shipping methods varied by region. The variation was related to availability of local material and use of interconnections. Northeastern broadcasters used tape shipments less than broadcasters in other regions. Northeastern broadcasters also utilized a great deal of interconnection and a small amount of tape from their own facilities. Southern broadcasters used videotape shipments at about the frequency of the national average; but they also used a great deal of ITV material from their own facilities. Central state broadcasters used an average proportion of tape shipments and bicycles, with lesser amounts of local and higher than average amounts of interconnected material. Western broadcasters used bicycles and tape shipments most frequently, with little use of interconnection and an almost average amount of material from their own facilities.

Figure III.8 describes the use of ITV repeat programs. The total is greater than 100%, since programs could be repeated both from earlier in the

FIGURE III.7
PERCENTAGE OF ITV PROGRAMS BY METHOD OF TRANSMISSION

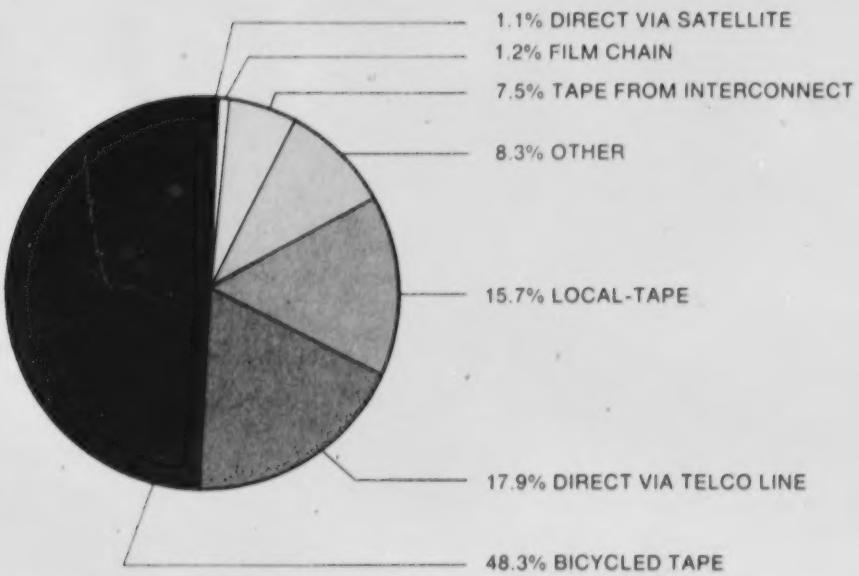
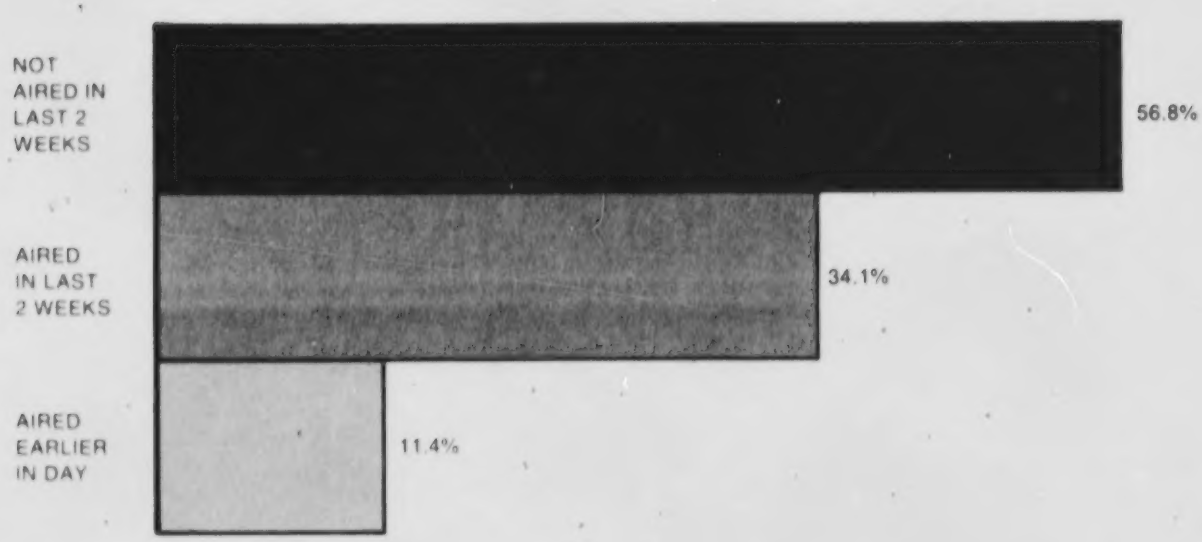


FIGURE III.8
PERCENTAGE OF ITV PROGRAMS BY USE OF REPEATS



day and/or some other time in the past two weeks. It can be seen that 11.4% of the programs had been on the air earlier in the day and 34.1% had been shown by the broadcaster in the prior two weeks.

ADULT, COLLEGE AND JUNIOR COLLEGE PROGRAMS

The survey indicates an average annual total of 223 programs per broadcaster (2.7% of all programs, 10.1% of ITV programs) were at the adult, college or junior college level.

Thirteen per cent of these programs were teacher training; 14% were categorized as social science and the remainder were fairly evenly spread over subject matter categories—this includes 6% each of programs at this grade level defined as "professional training" and "vocational" (about 12 programs per broadcaster per year).

A higher proportion of programs at this level (38%) was produced at local facilities. Independent producers were responsible for 30%, and other PTV broadcasters produced 13%—a lower proportion than for all ITV programs.

Air times for programs at this level were concentrated in weekdays: 35.2% of such programs were broadcast on weekdays between school and prime time ("after school" might be a more appropriate label), 31.9% were aired during school hours, 4.0% were aired in prime time, 3.7% were aired after prime time and 7.2% were aired in the early morning before school hours.

ITV WITHIN PROGRAMMING CATEGORIES

In the preceding portion of this report, ITV programming has been examined mainly in terms of the proportions and average annual amounts of phenomena among ITV material. A brief examination can also be made of instructional programming *within* certain categories.

- ITV represents 18.8% of the programs (10.4% of hours) produced by "other" PTV broadcasters.
- ITV represents 78.6% of the programs (68.6% of hours) produced by "independent" or instructional TV producers.
- ITV represents 43.0% of the programs (28.9% of hours) distributed by regional networks.
- ITV represents 49.5% of the programs (40.7% of hours) taken from tape from broadcasters' own facilities.
- ITV represents 16.1% of the programs (8.2% of hours) taken from direct telephone interconnection line.
- ITV represents 64.2% of programs (45.0% of hours) taken from videotape bicycles or other shipments.
- ITV represents 43.5% of the local programs 33.6% of hours) distributed by broadcaster.
- ITV represents 58.7% of the programs 40.2% of hours) broadcast during school hours.

IV. *SESAME STREET* AND *THE ELECTRIC COMPANY*

The two children's programs from the Children's Television Workshop (CTW) including repeats accounted for 16.1% of all air time and 12.3% of all programs broadcast in FY 1978. Estimated annual averages were 556 hours per broadcaster of *Sesame Street* and 232 hours per broadcaster of *The Electric Company*.* These figures represented slight declines from 564 hours per broadcaster for *Sesame Street* and 244 hours per broadcaster for the *The Electric Company* in 1976.

Basic characteristics of these two programs are familiar to most readers: the producer (CTW), distributor (PBS), format and general nature of the two programs are well known. (There is debate over appropriate categories for the two programs; whether they belong with traditional ITV, to particular grade levels or minority viewers. These issues are avoided in this report; it presents data on the programs without applying labels.) Most of the important data on *Sesame Street* and *The Electric Company* collected by the program content survey are summarized by Figure IV.1 (see p. 44); a brief commentary fills out this chapter.

There were no great differences in use of *Sesame Street* and *The Electric Company* across broadcaster categories. (See Figure IV.1, see p. 44.) Figures IV.2 and IV.3 (see pp. 45 and 46) indicate that broadcasts of *Sesame Street/The Electric Company* took place on weekdays after school (45.0%), during weekday school hours (32.9%) and weekend morning/daytime (11.2%). This is not surprising. The pattern follows the PBS feed of the programs. The two individual programs were examined by day of week and time of day. Patterns were very similar for both of them—of course *Sesame Street* always represents twice as many hours. *Sesame Street* tended to be less concentrated in school hours and had a higher percentage of weekend use of *The Electric Company*. The following describes the distribution of percentage of programs for each series:

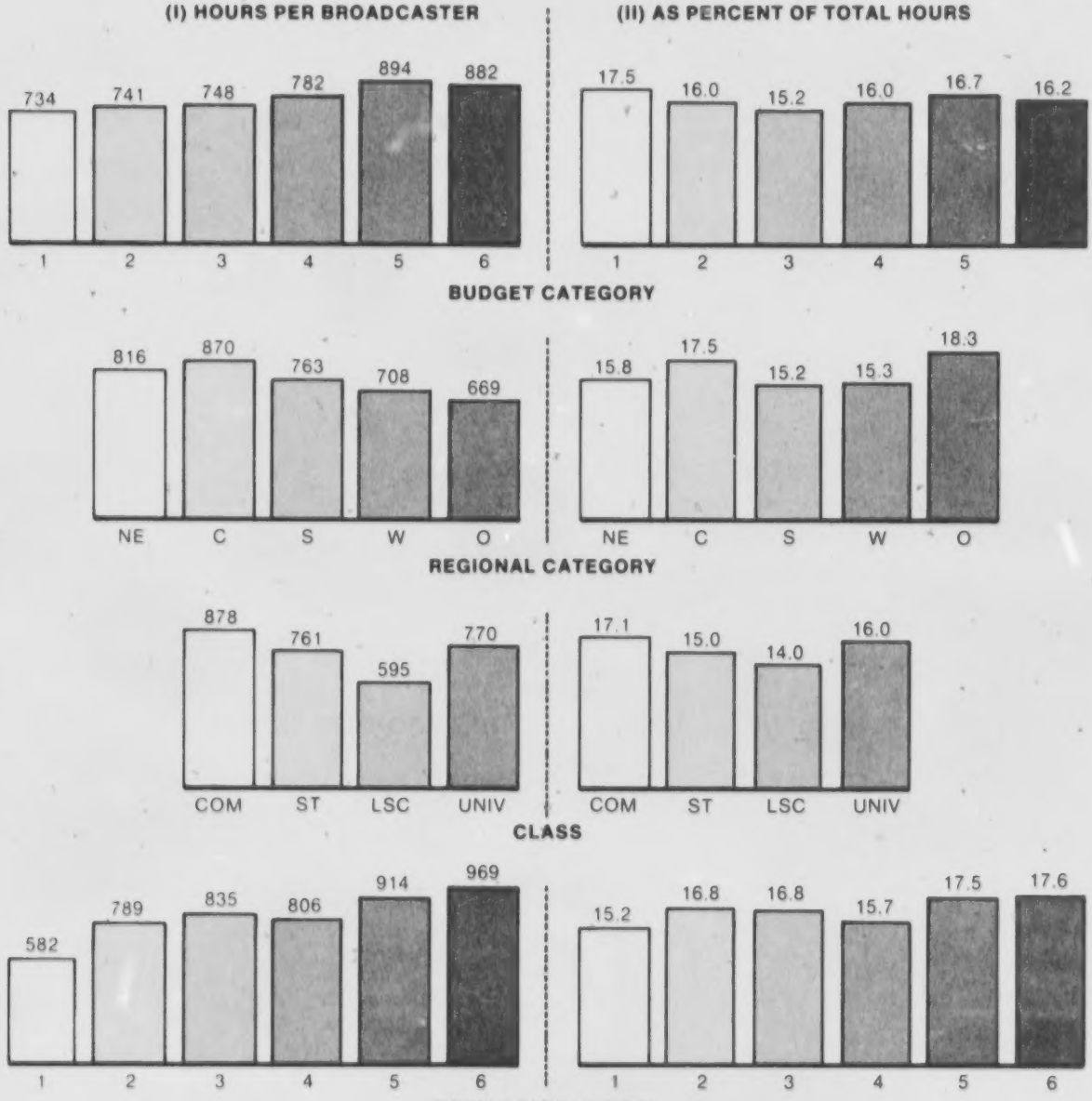
	Weekday school hrs.	Weekday after school	Weekend morning/ day
Sesame Street	28.6%	44.5%	13.8%
The Electric Company	43.1%	46.4%	5.1%

There was a great reliance on interconnection to transmit these two programs (43.5% via TELCO line and 16.2% via satellite). They are regular series, and in most cases, they are repeated daily. Thus, broadcasters try to avoid the substantial cost of taping and replaying. Nevertheless, more than 30% of the transmitted hours of *Sesame Street/ The Electric Company* were taped by the broadcaster for replay at a different hour.

The survey data indicates that within a given day (including weekends) 25.1% of the programs shown once were shown again the same day and nearly half were repeated within the next two weeks. It should be noted that these high repeat rates do not discount for days when broadcasters were off the air or summer days with lower repeat rates, and the fact that secondary schedules in some cities also repeated the two programs (see Appendix A).

*_The Electric Company_ shown during school hours when school was in session is counted both as ITV and as "SS/EC". Analyses in this chapter include _The Electric Company_ episodes which are also included in analyses in Chapter III.

FIGURE IV.1
AVERAGE ANNUAL *SESAME STREET/THE ELECTRIC COMPANY* HOURS BY BROADCASTER CATEGORY



BUDGET CATEGORY		REGIONAL CATEGORY		CLASS		POPULATION SERVED	
1	UNDER $400,000	NE	NORTHEAST	COM	COMMUNITY	1	UNDER 150,000
2	$400,000-$899,999	C	CENTRAL	ST	STATE	2	150,000-349,999
3	$900,000-$1,399,999	S	SOUTH	LSC	LOCAL SCHOOL	3	350,000-599,999
4	$1,400,000-$1,899,999	W	WEST	UNIV	UNIVERSITY	4	600,000-999,999
5	$1,900,000-$4,499,999	O	OUTLYING			5	1,000,000-2,000,000
6	$4,500,000 and over					6	OVER 2,000,000

FIGURE IV.2
PERCENTAGE OF *SESAME STREET/THE ELECTRIC COMPANY* HOURS BY DAYPART

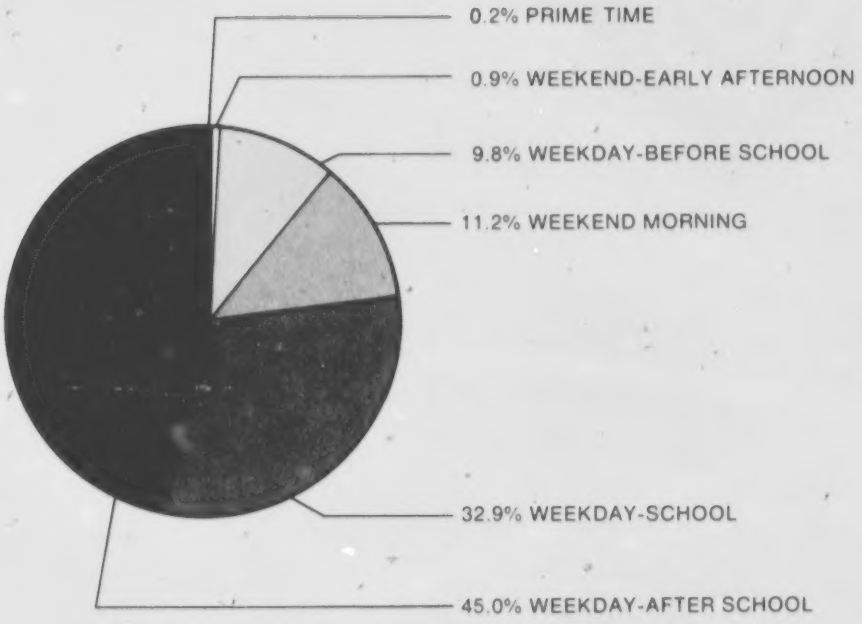
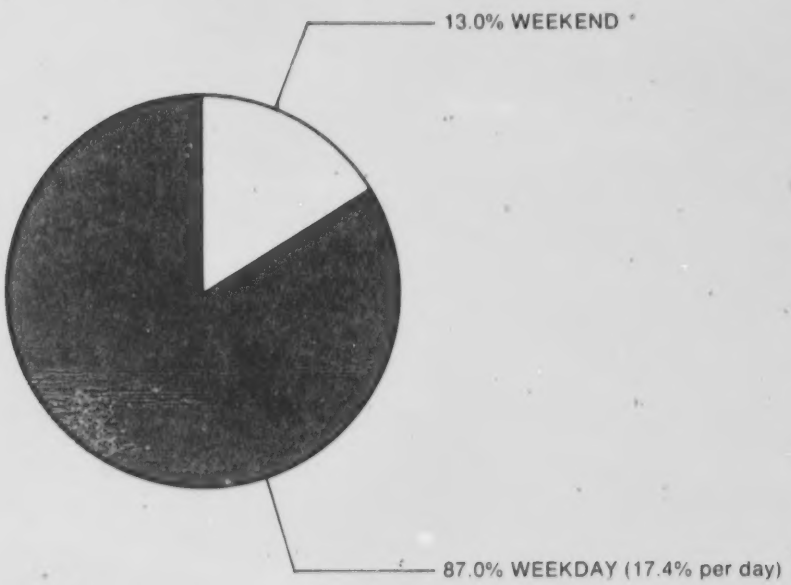


FIGURE IV.3
PERCENTAGE OF *SESAME STREET/THE ELECTRIC COMPANY* HOURS BY DAY OF WEEK AND TIME OF DAY

A. DAY OF WEEK



B. TIME OF DAY

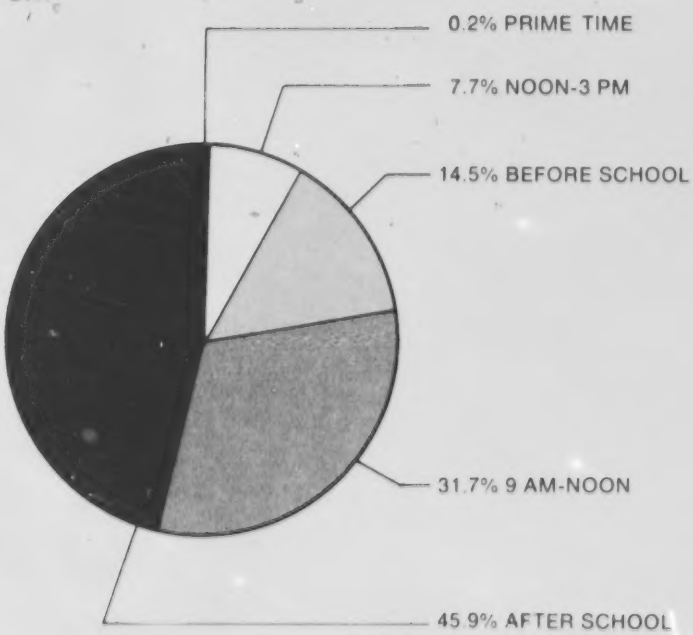


FIGURE IV.4
PERCENTAGE OF *SESAME STREET/THE ELECTRIC COMPANY*
HOURS BY METHOD OF TRANSMISSION

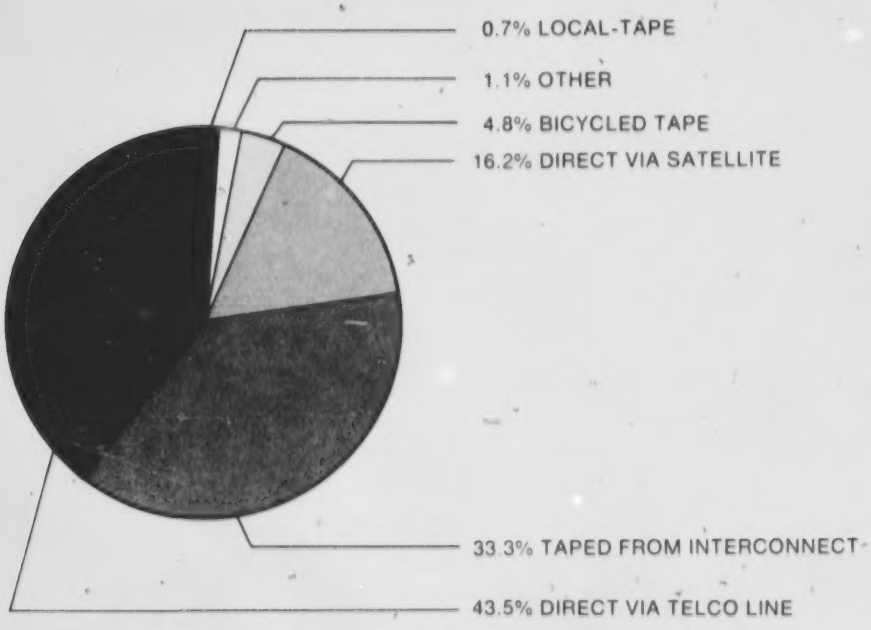
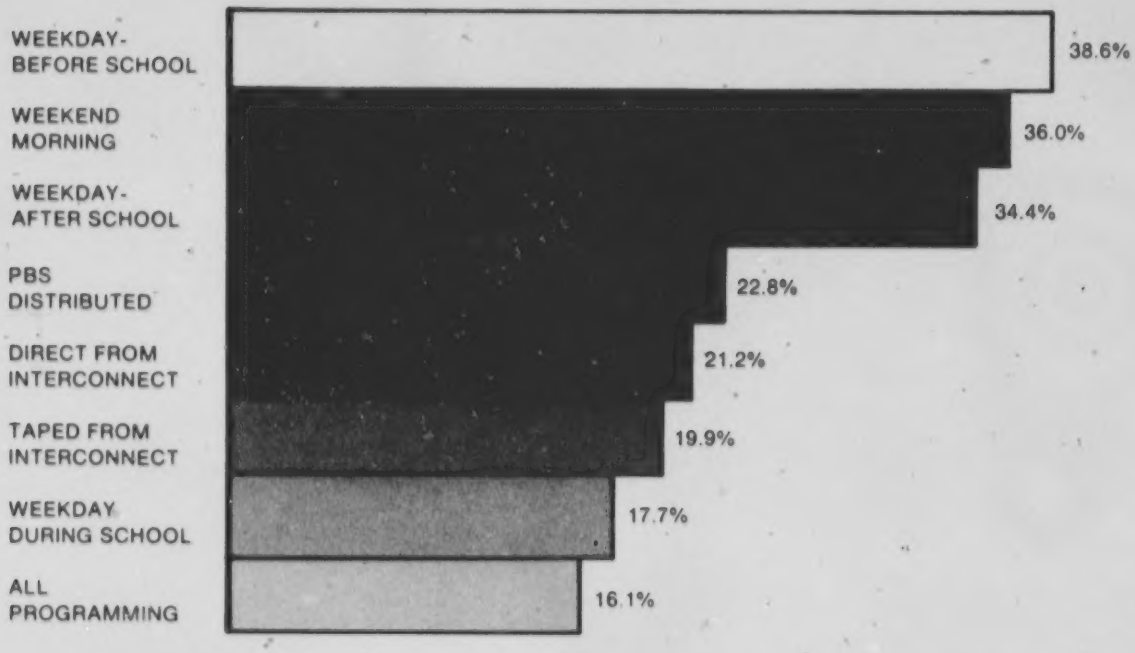


FIGURE IV.5
***SESAME STREET/THE ELECTRIC COMPANY* HOURS AS PERCENTAGE OF SELECTED PROGRAMMING SEGMENTS**



V. "GENERAL" AND NEWS/PUBLIC AFFAIRS PROGRAMS

When instructional programs and the two programs from CTW are removed from the analysis, all the remaining programs fall into the "General" and News/Public Affairs program types. In the first part of this chapter, the focus is on the combination of these types of programs (abbreviated "General + News"); the News/Public Affairs programs are treated as a separate group later in the chapter.

General + News programs represented 70.7% of all broadcast hours and 63.1% of all programs in PTV schedules during fiscal year 1978. These proportions reflect annual averages of 3,460 hours and 5,227 programs. The average program length was 40 minutes. The figures reflect an increase of 442 hours (14.6%) and 783 programs (17.6%) since 1976.

DIFFERENCES BY BROADCASTER CATEGORY

Broadcasters with larger budgets scheduled more average annual hours of General + News material than broadcasters with lower budgets; and there were differences by region, class, and population served. However, Figure V.1 (see p. 50) fairly clearly indicates that (with the exception of broadcasters in outlying regions, university licensees and broadcasters serving small populations), *there were relatively small differences over broadcaster categories in the proportion of air time devoted to General + News content.* Therefore, those broadcaster categories with a higher number of total annual hours also had a porportionately higher number of General + News hours.

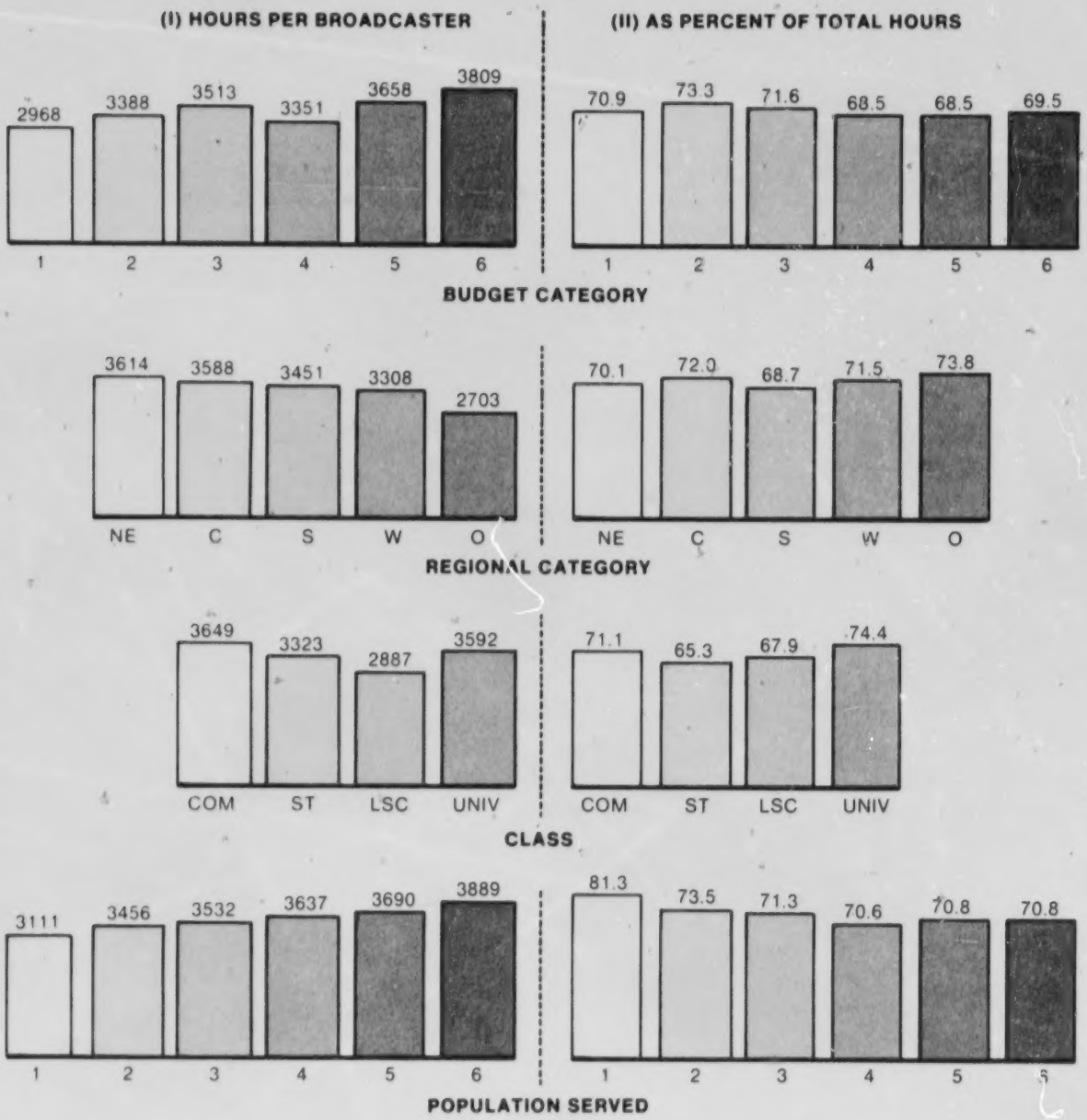
TYPES OF GENERAL + NEWS PROGRAMS

Table V.1 presents a detailed division of General

TABLE V.1
TYPES OF "GENERAL + NEWS" HOURS AND PROGRAMS: AVERAGE ANNUAL TOTALS AND PERCENTAGES PER BROADCASTER

	HOURS			PROGRAMS		
Program Type	Annual Average	Per cent of ALL General + News	Per cent of ALL Programming	Annual Average	Per cent of ALL General + News	Per cent of ALL Programming
News/Public Affairs	(538.7)	(15.6)	(11.0)	(894.6)	(17.1)	(10.8)
Information/Skills	(1154.8)	(33.4)	(23.6)	(1987.3)	(38.0)	(24.0)
History/Biography	159.5	4.6	3.2	216.4	4.1	2.6
General Information	620.5	7.9	12.7	1151.3	22.0	13.9
Science	142.9	4.1	2.9	152.8	2.9	1.8
Skills/How-To	232.5	6.7	4.7	467.7	8.9	5.6
Children's	(424.9)	(12.3)	(8.7)	(852.3)	(16.3)	(10.3)
Cultural	(1084.2)	(31.3)	(22.1)	(1148.1)	(22.0)	(13.9)
Culture/Art/Reviews	81.3	2.3	1.7	131.5	2.5	1.6
Music/Dance/Performance	397.7	11.5	8.1	406.6	7.8	4.9
Drama	408.2	11.8	8.3	412.2	7.9	5.0
Feature Film	135.2	3.9	2.7	86.4	1.7	1.0
Comedy/Satire	51.3	1.5	1.0	95.2	1.8	1.1
Variety	10.9	0.3	0.2	16.7	0.3	0.2
Other General	(258.9)	(7.5)	(5.3)	(346.5)	(6.6)	(4.2)
Sports	115.2	3.4	2.3	94.9	1.8	1.1
Station Promotion/Auction	12.4	0.4	0.2	20.6	0.4	0.2
Other	128.5	3.8	2.6	22.7	4.3	2.7
TOTAL	3459.6	100.0	69.4	5226.3	100.0	63.1

FIGURE V.1
AVERAGE ANNUAL *GENERAL + NEWS* HOURS BY BROADCASTER CATEGORY



BUDGET CATEGORY		REGIONAL CATEGORY		CLASS		POPULATION SERVED	
1	UNDER $400,000	NE	NORTHEAST	COM	COMMUNITY	1	UNDER 150,000
2	$400,000-$899,999	C	CENTRAL	ST	STATE	2	150,000-349,999
3	$900,000-$1,399,999	S	SOUTH	LSC	LOCAL SCHOOL	3	350,000-599,999
4	$1,400,000-$1,899,999	W	WEST	UNIV	UNIVERSITY	4	600,000-999,999
5	$1,900,000-$4,499,999	O	OUTLYING			5	1,000,000-2,000,000
6	$4,500,000 and over					6	OVER 2,000,000

+ News hours and programs by different program types. For an initial analysis, these have been combined into five clusters of program types: News/Public Affairs (15.6% of all General + News hours), Information/Skills (33.4%), Children's (12.3%), Cultural (31.3%) and other General (7.5%). These clusters are scheduled differently—the differences are detailed in Tables II.10 and II.11 and are described in Chapter II. (See pp. 22 and 24.)

Within the annual average of 1,155 hours of Information/Skills material, four types of programs were counted. History/Biography programs accounted for an average of 159.5 annual hours (of which *Lowell Thomas* accounted for at least 26.1 hours per broadcaster)—3.2% of all air time. General information programs included an average of 620.5 hours per broadcaster—17.9% of all air time. Skills/How-To-Do-It programs totaled 232.5 hours per broadcaster—4.7% of all air time. *Lilias, Yoga and You* accounted for at least 96.6 hours of the Skills/How-To-Do-It total. Science programs totaled 142.9 hours per broadcaster (of which 85.5 hours per broadcaster were accounted for by *Nova*)—2.9% of all air time.

Children's General programming totaled 424.9 annual hours per broadcaster—8.7% of all air time. This category included *Mister Rogers' Neighborhood, ZOOM!, Villa Alegre,* and *Studio See* among others. In fact, these four programs accounted for 89.8% of the Children's General hours.

The 1084.2 average annual hours of Cultural programs included six program types. Most of these programs were either drama (408.2 hours, 8.3% of all air time), Music or Dance performance (397.7 hours, 8.1% of all air time). Other fairly frequent types were feature films (135.2 hours, 2.7% of all air time) and Culture/Art Reviews programming (81.3 hours, 1.7% of all air time). Variety programs and comedy/satire programs were marginally represented.

Among the "other general" programming on the air, the most frequent category was Sports (11.52 hours, 2.3% of all air time), which was concentrated in weekend daytime and early evening hours.

DAY AND TIME OF GENERAL + NEWS PROGRAMMING

Basic details about the day of week and time of day during which General + News programs were broadcast are presented in Figure V.2 (see p. 52). A slightly higher than average proportion of hours were broadcast on Saturdays and Sundays. Of all material of this type, 36% was broadcast during prime time while just under 10% was broadcast after prime time.

Over the course of the year there were slight changes in the weekly hours of the types of General + News programs:

	Jan. 12-June 17	June 18-Sept. 29	Sept. 30-Jan. 11
News/Public Affairs	10.9	10.3	9.5
Information/Skills	22.8	21.8	21.5
Children's	8.1	8.5	7.9
Culture	18.9	21.5	22.8

The spring schedules contained fewer hours per week of cultural material than the summer or fall. News/Public Affairs and Information/Skills hours were more extended in the springtime.

Production, Distribution and Transmission of General + News Hours

Figure V.3 (see p. 53) and Tables V.2 and V.3 (see p. 54) show that production by "major" PTV organizations accounted for nearly one-third (32.8%) of General + News hours; a slightly higher proportion (35.7%) of all the General + News hours broadcast had been produced by "other" PTV organizations; local production accounted for another 7.3% of the hours of this type (compared to 10.1% in 1976) and foreign-made programs or international co-productions accounted for another 12.4% of air time of this type. (It should be noted that both *Masterpiece Theatre* and *Nova* were included in this category and represented 47.8% of the total.)

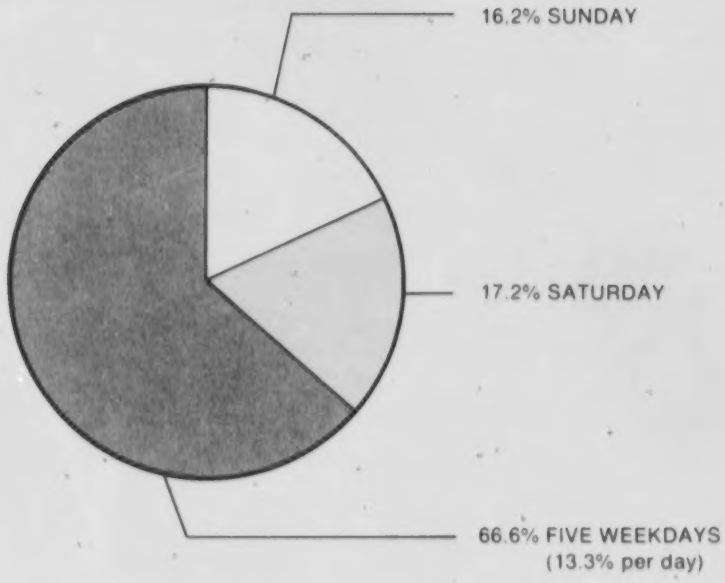
As Figure V.4 shows, more than three-quarters of all General + News hours were distributed by PBS. Once again, regional networks were responsible for the distribution of a meaningful proportion of all hours of this type (5.4%).

There was again significant variation by region.

	Regional Network	Broadcaster's Facilities	PBS
Northeast	8.1	7.9	72.5
South	5.5	7.9	77.6
Central	4.2	6.1	79.3
West	4.7	5.5	79.9
Outlying	1.6	11.9	76.7

FIGURE V.2
PERCENTAGE OF *GENERAL NEWS* HOURS BY DAY OF WEEK AND TIME OF DAY

A. DAY OF WEEK



B. TIME OF DAY

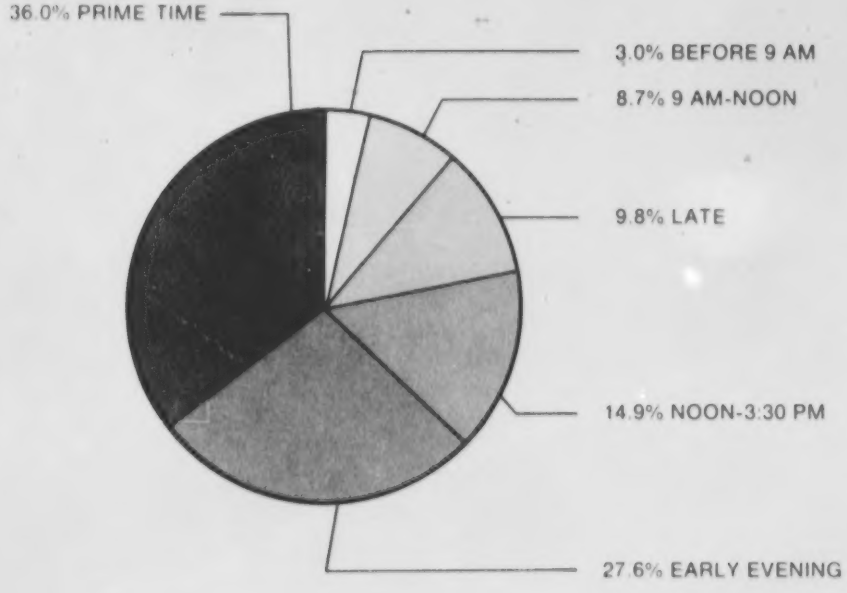


FIGURE V.3
PERCENTAGE OF *GENERAL + NEWS* HOURS BY PRODUCER

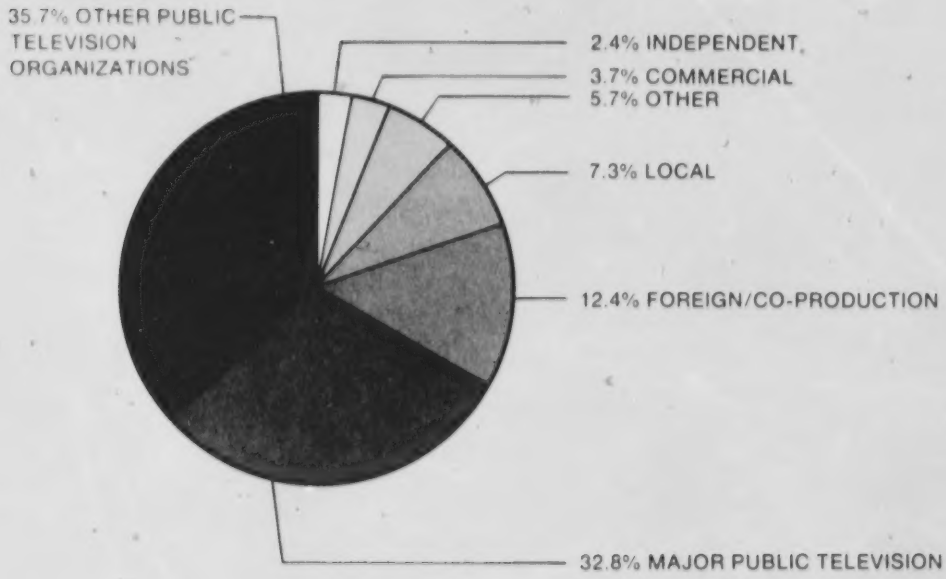


FIGURE V.4
PERCENTAGE OF *GENERAL + NEWS* HOURS BY DISTRIBUTION

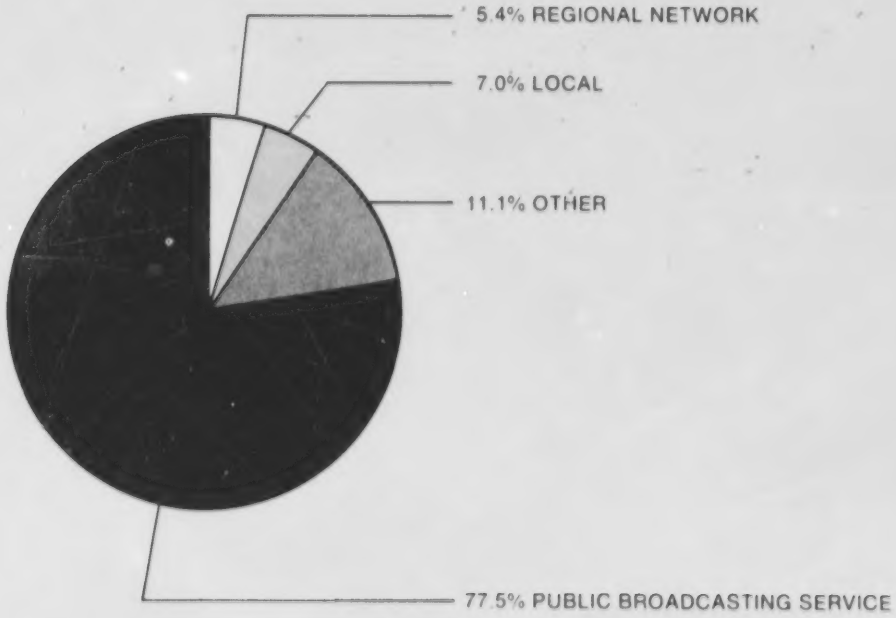


TABLE V.2
ANNUAL AVERAGE "GENERAL + NEWS" HOURS AND PROGRAMS PER BROADCASTER BY A) PRODUCING SOURCE AND B) SOURCE OF DISTRIBUTION

		HOURS		PROGRAMS	
		Annual Average	Per cent of Total	Annual Average	Per cent of Total
A)	*Producing Source*				
	Local	247.1	7.3	438.5	8.6
	Consortium	9.5	0.3	17.4	0.3
	CTW	20.3	0.6	21.0	0.4
	Foreign/Co-Production	418.9	12.4	431.8	8.5
	Major PTV Organization	1110.4	32.8	1570.5	30.7
	Other PTV Organization	1209.9	35.7	2111.2	41.3
	Independent	80.6	2.4	143.9	2.8
	Commercial U.S.	124.7	3.7	205.1	4.0
	Other	168.1	5.0	169.9	3.3
B)	*Source of Distribution*				
	Local	237.2	7.0	421.1	8.2
	Exchange with other PTV Organization	30.0	0.8	46.2	0.9
	Regional/State Network	184.0	5.4	312.0	0.1
	PBS	2625.0	77.5	3914.2	76.6
	PTL	28.2	0.8	32.0	0.6
	AIT	5.3	0.2	18.1	0.4
	GPNITL	3.3	0.1	6.7	0.1
	Other Instructional Supplier	40.2	1.2	82.8	1.6
	Other	237.3	7.0	278.3	5.4

TABLE V.3
ANNUAL AVERAGE "GENERAL + NEWS" HOURS AND PROGRAMS PER BROADCASTER BY A) METHOD OF TRANSMISSION AND B) USE OF REPEAT PROGRAMS

		HOURS		PROGRAMS	
		Annual Average	Per cent of Total	Annual Average	Per cent of Total
A)	*Method*				
	Local—Live	70.7	2.2	114.1	2.4
	Local—Tape	171.2	5.4	328.7	6.9
	Local—Remote	26.0	0.8	23.1	0.5
	Direct via TELCO Line	1072.5	33.8	1584.4	33.4
	Direct via Satellite	429.3	13.5	624.4	13.1
	Taped Interconnect	935.2	29.5	1415.0	29.8
	Bicycled Tape	347.7	11.0	521.7	11.0
	Film Chain	69.2	2.2	66.5	1.4
	Other	49.6	1.6	72.5	1.5
B)	*Repeat**				
	Not Aired In Last Two Weeks	2348.1	74.7	3488.9	74.1
	Aired Earlier In Day	102.6	3.3	196.5	4.2
	Aired In Last Two Weeks	707.8	22.5	1049.4	22.3

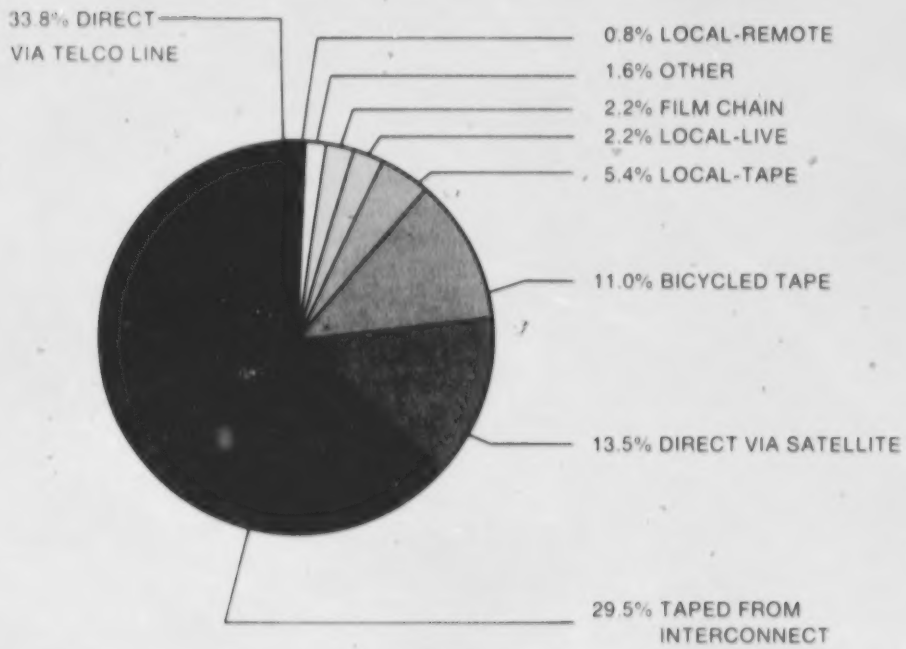
*Totals may be greater than 100% due to multiple coding

Northeast broadcasters made much greater use of regional network facilities than broadcasters in other regions. They also had the lowest proportion of General + News material from PBS. (Note that the definition of distributor assigned a program to PBS even if a regional network held it and re-transmitted it at another time.) Central and Western broadcasters used PBS for the highest proportion of their air time.

Figure V.5 shows that 47.3% of all General + News hours were transmitted direct from interconnection (33.8% over the telephone line and 13.5% via satellite); 29.5% were taped from interconnection for later replay; 11.0% were bicycled videotape and 8.4% of the transmitted hours represented material locally available.

Outlying, Northeastern, and Southern broadcasters provided the highest proportion of local material. Direct use of an interconnection was greatest among Northeastern and Southern broadcasters but nearly all of this material was received via telephone lines by Northeastern broadcasters while Southern broadcasters made use of satellite for half of their direct interconnection material. Broadcasters in Western states were most likely to tape from interconnection for later replay.

FIGURE V.5
PERCENTAGE OF *GENERAL + NEWS* HOURS BY METHOD OF TRANSMISSION



Regional differences are again of interest:

	Local live or remote	Local taped	Direct Via TELCO Line	Direct Via Satellite	Taped Intercon.	Bicycled
Northeast	3.9%	6.4%	50.1%	1.5%	23.4%	9.1%
South	3.1	5.7	24.5	25.1	31.1	7.8
Central	2.8	4.8	36.0	13.5	28.9	9.9
West	2.3	4.3	30.0	13.2	37.7	10.2
Outlying	4.0	7.9	0.0	12.0	11.1	58.9

An important point is that the patterns of distribution and transmission by region of the country were quite similar for both General + News programming and ITV programming. The Northeastern broadcasters made use of their regional network interconnection for both types of material.

General + News Programs were not played more than one time a day with significant frequency. Repeats within two weeks were more frequent; 22.5% of the hours of this type had been aired in the previous two weeks (Figure V.6).

NEWS/PUBLIC AFFAIRS CONTENT

Different broadcaster categories were responsible for different amounts of News/Public Affairs programming over the course of the year (see Figure V.7). Those in the very highest budget category presented far more annual hours of News/Public Affairs than those with lower budgets. They also had the highest percentage of air time devoted to News/Public Affairs, but the broadcasters in the lowest budget categories also devoted a greater than average proportion of their (shorter) broadcast day to News/Public Affairs material. Analysis by region shows that Northeastern broadcasters aired the greatest average number of annual hours while the proportion of News/Public Affairs material was relatively constant throughout the conterminous United States.

Local school board broadcasters transmitted both the lowest annual average hours of and the lowest proportion of News/Public Affairs material during fiscal year 1978. The other classes of broadcaster devoted just over 90 minutes per day to News/Public Affairs material. Broadcasters serving populations of over 2 million had the highest annual average number of hours while those serving populations of under 150,000 had the highest percentage of air time devoted to News/Public Affairs.

Figure V.8 (see p. 58) shows that News/Public Affairs program hours were unevenly distributed over the days of the week. Friday and Monday were more frequently used, while Saturday and Wednesday were less frequently used. Figure V.8 indicates that 39.5% of all News/Public Affairs hours were broadcast during prime time, with another 28.3% broadcast in early evening, and 16.2% after prime time.

Two specific items in the survey investigated the scope and the format of News/Public Affairs programs. The results are summarized in Figure V.9 (see p. 59). Categories indicating that program content covered more than one area were fre-

FIGURE V.6
PERCENTAGE OF *GENERAL + NEWS* HOURS BY USE OF REPEATS

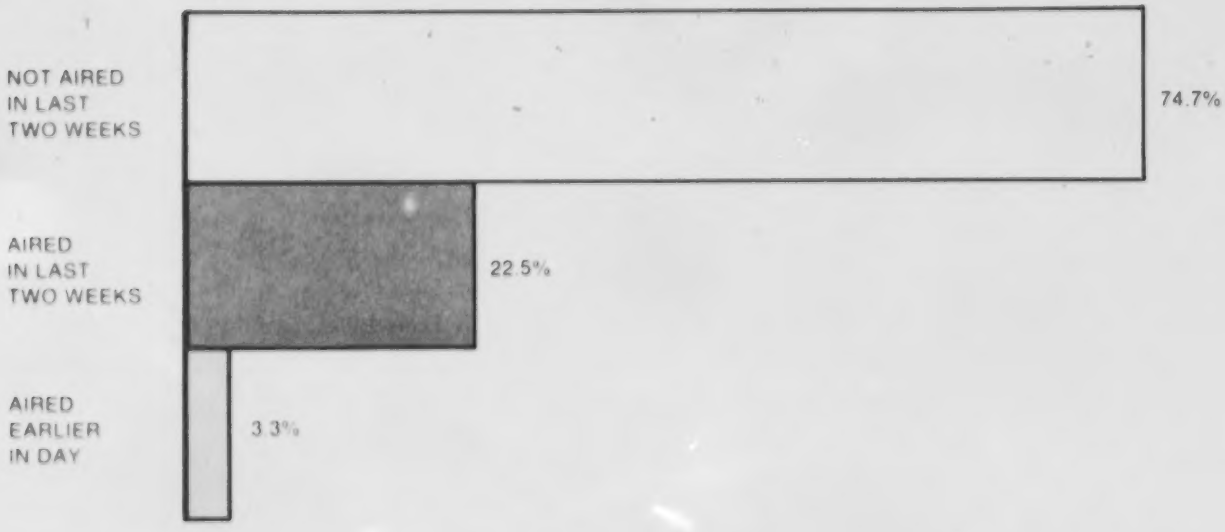
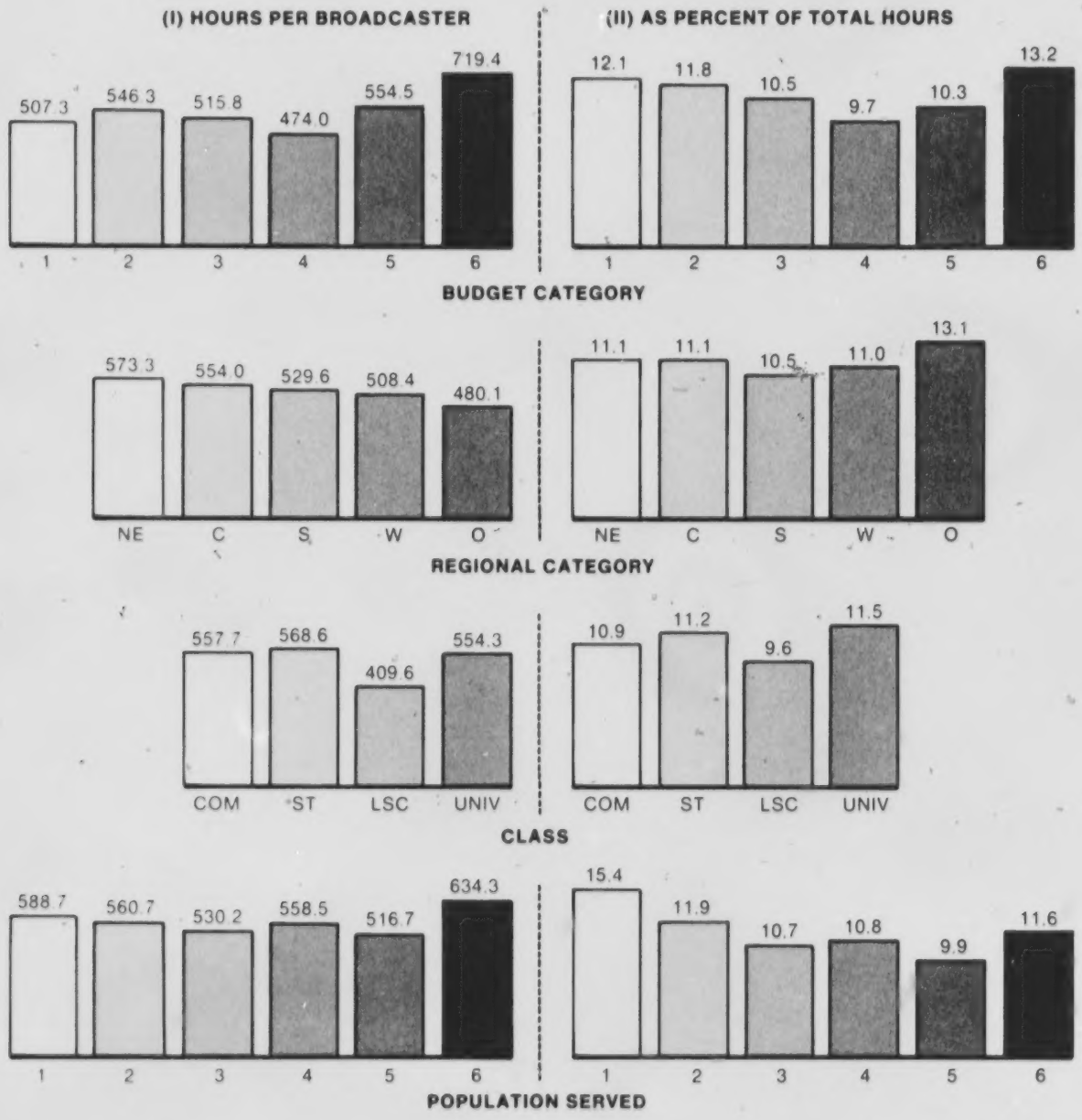


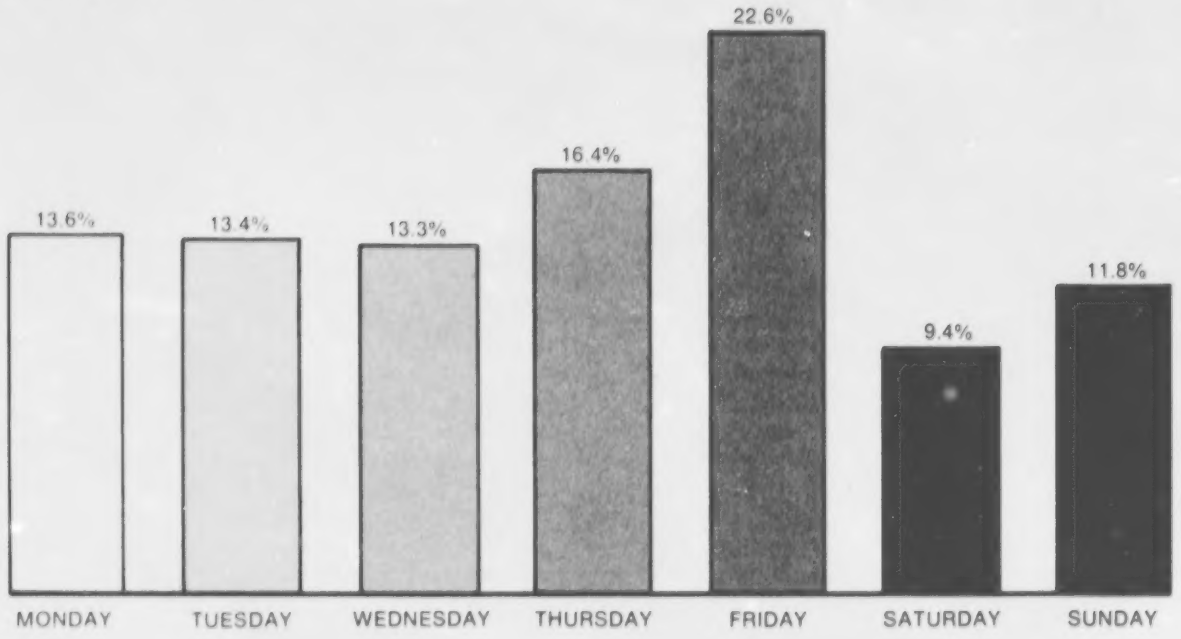
FIGURE V.7
AVERAGE ANNUAL *NEWS/PUBLIC AFFAIRS* HOURS BY BROADCASTER CATEGORY



BUDGET CATEGORY		REGIONAL CATEGORY		CLASS		POPULATION SERVED	
1	UNDER $400,000	NE	NORTHEAST	COM	COMMUNITY	1	UNDER 150,000
2	$400,000-$899,999	C	CENTRAL	ST	STATE	2	150,000-349,999
3	$900,000-$1,399,999	S	SOUTH	LSC	LOCAL SCHOOL	3	350,000-599,999
4	$1,400,000-$1,899,999	W	WEST	UNIV	UNIVERSITY	4	600,000-999,999
5	$1,900,000-$4,499,999	O	OUTLYING			5	1,000,000-2,000,000
6	$4,500,000 and over					6	OVER 2,000,000

FIGURE V.8
PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY DAY OF WEEK AND TIME OF DAY

A. DAY OF WEEK



B. TIME OF DAY

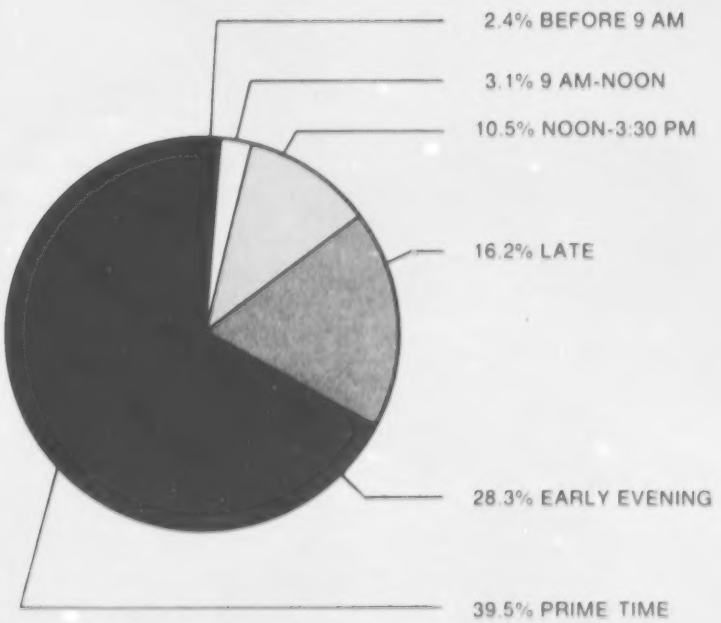
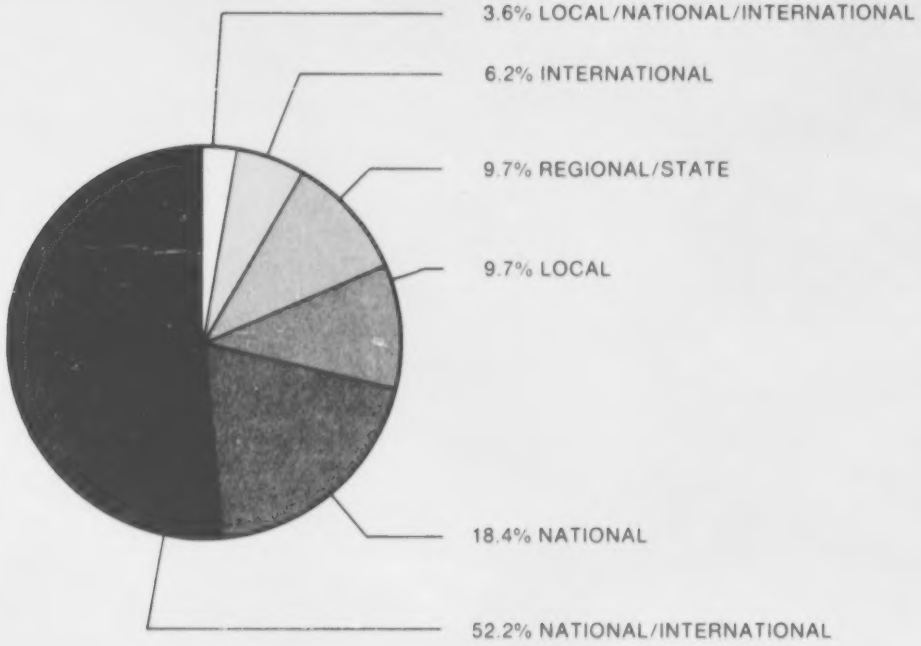
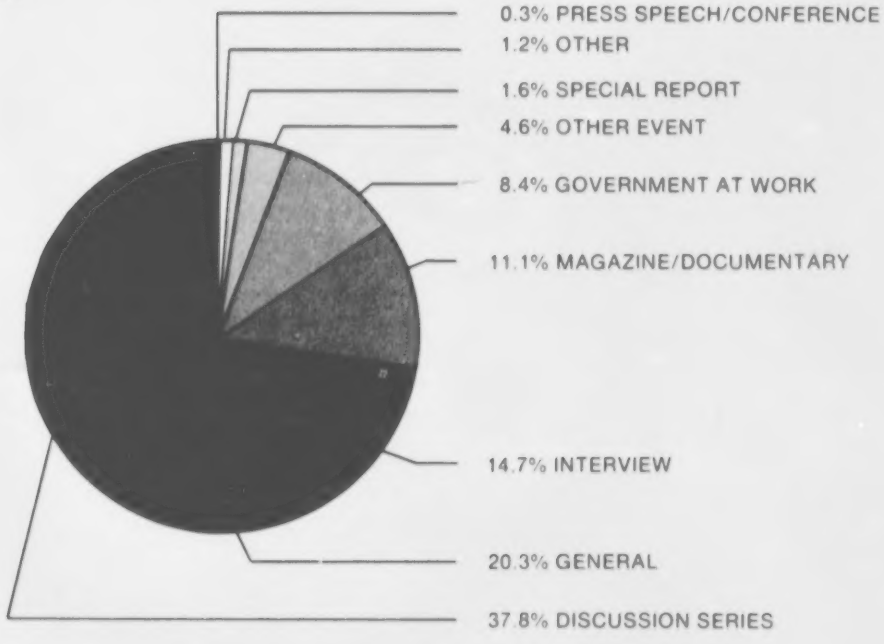


FIGURE V.9
PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY (A) SCOPE OF CONTENT AND (B) PROGRAM FORMAT

A. SCOPE



B. FORMAT



quent. By combining some of the categories, a clearer examination can be made. For example, the scope of 23.0% of the News/Public Affairs hours included coverage of local, State or Regional Matters; 74.2% of the hours included coverage of national events and 62.0% of the hours included coverage of international affairs.

Section B of Figure V.9 (see p. 59) describes the proportions of News/Public Affairs hours in various formats. The most frequent format was the Report/Discussion/Analysis series (37.8%), followed by General News series (20.3%) and Interview series (14.7%). These formats tend to be relatively inexpensive in-studio productions. Coverage of political or governmental bodies, press conferences, speeches, and other events represented 13.3% of News/Public Affairs hours. Magazine or Documentary series and special News/Public Affairs reports are formats that require more difficult production; and they represented 12.7% of News/Public Affairs hours.

Production of News/Public Affairs was local (20.3%), while 41.9% came from major PTV producers and 16.8% came from "other" PTV producers. See Figure V.10. Distribution of the non-local hours was mainly from PBS (72.0% of all News/Public Affairs). See Figure V.11. Regional networks accounted for 4.3% of the distribution; Northeastern broadcasters got 6.5% of this programming from regional and intra-state sources. More than half of all News/Public Affairs hours were transmitted direct from interconnect (16.5% via satellite and 37.5% via telephone line). See Figure V.12. (The proportions were 57.3% via telephone and 2.2% via satellite in the Northeastern states.) Local facilities, including 11.6% live or remote, provided more material; tape from interconnect and bicycles accounted for 23.4% of News/Public Affairs hours.

News/Public Affairs programs were least likely to be repeated: 82.5% of all News/Public Affairs hours had not been shown in the last two weeks; only 3.3% had been aired earlier in the same day; and 14.9% were repeats from earlier in the last two weeks. The major role of News/Public Affairs programs among all local material is considered in Chapter VII.

FIGURE V.10
PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY PRODUCER

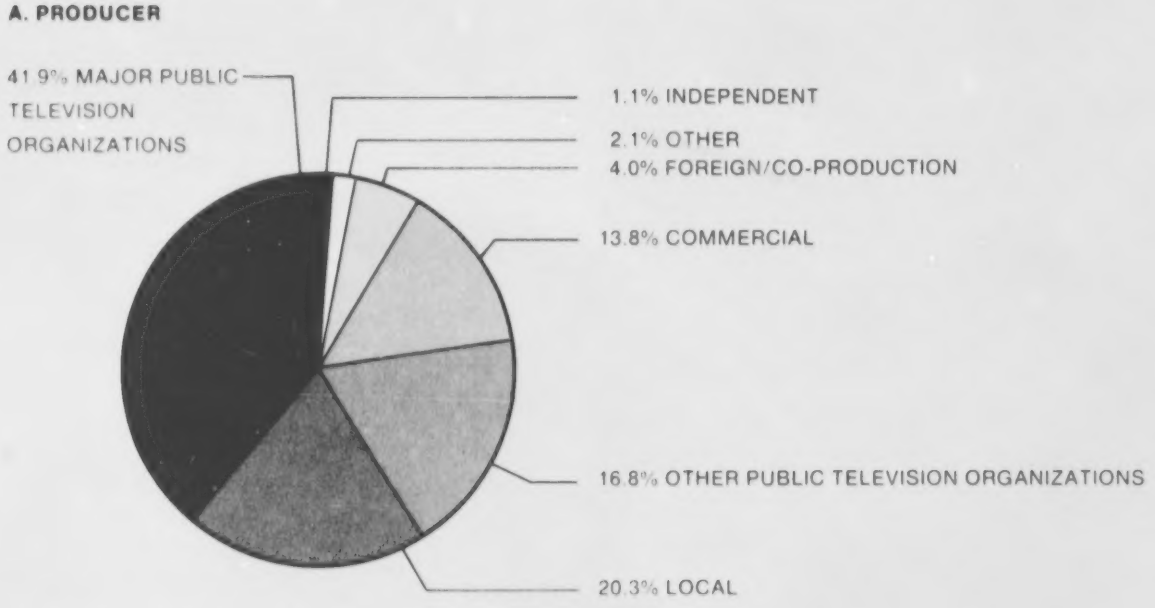


FIGURE V.11
PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY DISTRIBUTION

B. DISTRIBUTOR

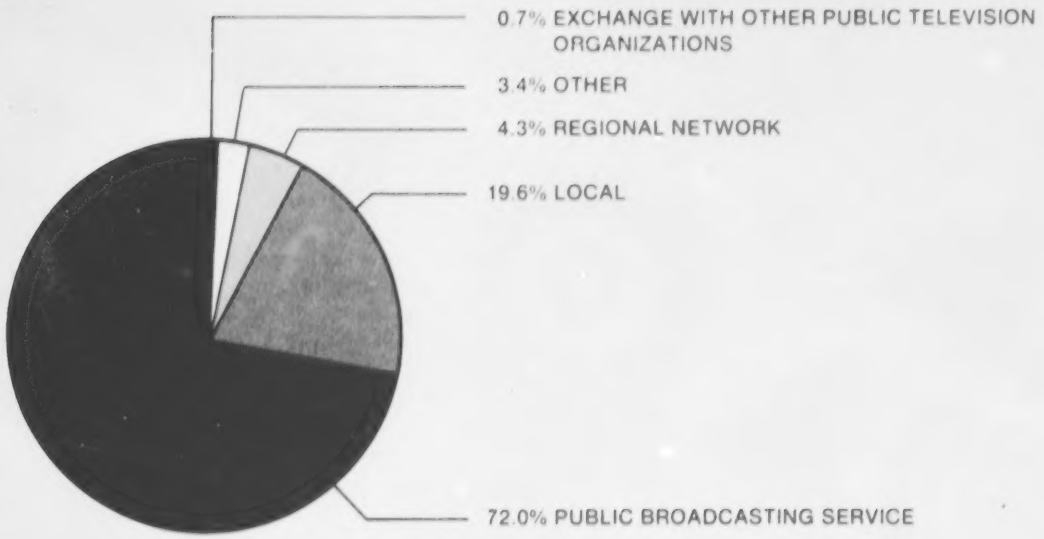
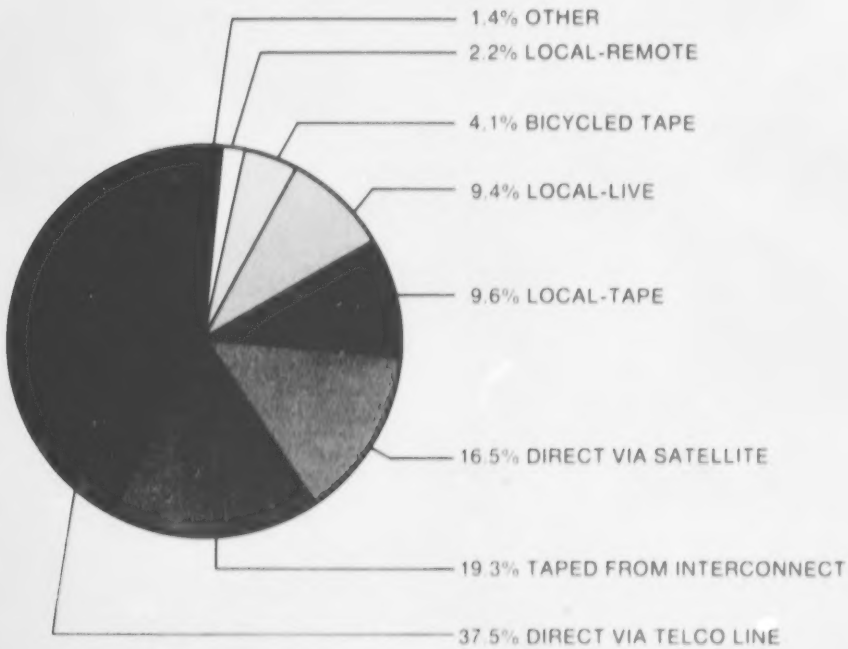


FIGURE V.12
PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY METHOD OF TRANSMISSION



VI. SPECIAL OR TARGET AUDIENCE PROGRAMS

An analysis of programming for special or target audiences is a matter of central importance for public television; yet, it is one of the most difficult areas in which to obtain valid and useful data. What is a "target" or "special" audience? When is a program "intended" for a particular group? Some target groups easily described are: women, ethnic minorities, the elderly, people with impaired hearing. There is usually a consensus about whether or not a program is mainly for one of these groups. But are Wall Street investors a target group, or hunters, or cooks, or lovers of Shakespeare? *Black Perspective on the News* is clearly a program for the black community, but is *The French Chef* for women? The survey designed allowed most nationally distributed programs to be pre-coded. However, there was no control on the way in which respondents classified local programs or acquisitions. Thus, the survey results reflect a composite of the opinions of respondents.

The average annual totals of "target or special" programming per broadcaster were 424 hours and 835 programs in Fiscal Year 1978. This represented 12.2% of all hours (and 15.9% of the programs) in the "General · News" category and 8.7% of all hours (and 10.1% of all programs). The average length of a program for "target or special" audiences was 30.4 minutes. These figures represent increases of 2 to 3 percentage points over the proportions of "target or special" programming that was aired in 1976.

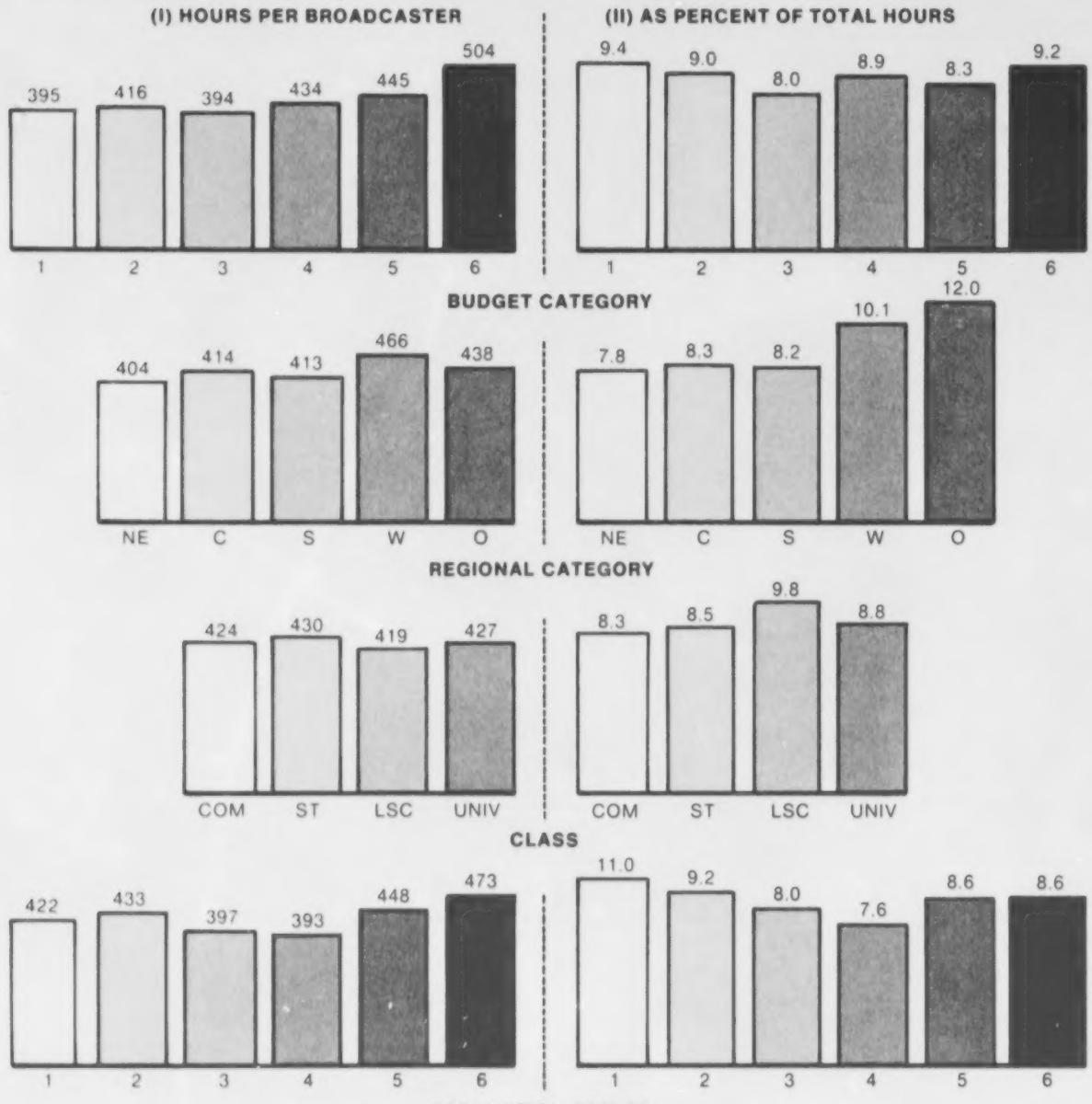
Figure VI.1 (see p. 64) describes the distribution of special and target programming by broadcaster category. It seems that broadcasters with the largest budgets, those in the Western states, university licensees and those serving the largest populations provided the most material for target groups. However, there were no pronounced patterns. The broadcasters with the biggest budgets provided the greatest amount of target materials but the broadcasters with the smallest budgets devoted the highest percentage (9.4%) of their (shorter) average broadcast day to target material. Similarly, broadcasters serving the smallest populations devoted the highest percentage (11.0%) of their air time to target material, but broadcasters serving the largest populations provided the most hours (473) of target material.

Eight specific national series had a major impact on the total amount of material intended for target audiences. Of 34.9 hours intended for women, 22.9 hours per broadcaster represented the series *Turnabout. Black Perspective on the News* accounted for 18.3 hours of a total of 28.9 hours intended for black viewers. *Villa Alegre* and *¿Que Pasa, USA?*—programs aimed at children in the Hispanic community—were responsible for 74.7 hours of 82.6

TABLE VI.1
SPECIAL AND TARGET AUDIENCE HOURS AND PROGRAMS PER BROADCASTER WITHIN DIFFERENT PROGRAMMING BLOCS

	HOURS		PROGRAMS	
Bloc	**Annual Average**	**Per cent of Total**	**Annual Average**	**Per cent of Total**
All Programming	424.1	8.7	835.3	10.1
General · News	424.1	12.2	835.3	15.9
Between School & Prime Time	191.3	13.9	367.1	16.1
Late	68.8	20.0	137.9	27.1
Local Programming	33.4	9.4	69.7	9.4

FIGURE VI.1
SPECIAL AND TARGET AUDIENCE PROGRAM HOURS BY BROADCASTER CATEGORY



BUDGET CATEGORY	REGIONAL CATEGORY	CLASS	POPULATION SERVED
1 = UNDER $400,000	NE = NORTHEAST	COM = COMMUNITY	1 = UNDER 150,000
2 = $400,000-$899,999	C = CENTRAL	ST = STATE	2 = 150,000-349,999
3 = $900,000-$1,399,999	S = SOUTH	LSC = LOCAL SCHOOL	3 = 350,000-599,999
4 = $1,400,000-$1,899,999	W = WEST	UNIV = UNIVERSITY	4 = 600,000-999,999
5 = $1,900,000-$4,499,999	O = OUTLYING		5 = 1,000,000-2,000,000
6 = $4,500,000 and over			6 = OVER 2,000,000

hours for Hispanic viewers. The captioned delay of *ABC News* included 67.9 hours of 72.5 hours per broadcaster intended for people with impaired hearing. *Images of Aging* and *Over Easy* together accounted for 150.1 hours of the 154.3 hours per broadcaster intended for elderly persons. Of 19.3 hours per broadcaster intended for ethnic audiences other than blacks or hispanics, *Rebop* contributed 12.9 hours. *The single series* Over Easy *accounted for nearly one-third (32.9%) of all the target material that was aired in FY 1978.* See Figure VI.2.

PBS distributed 84.4% of the target or special audience hours transmitted in FY 1978. (See Figure VI.3, p. 66.) Material from the broadcasters' own facilities accounted for 7.9% of all target audience hours.

The programs for special and target audiences were concentrated in a few program types. Starting with the highest frequency: Information/Skills represented 47.9% of all target audience hours (the influence of *Over Easy* and *Turnabout),* News/Public Affairs composed 23.5% (the influence of *ABC Captioned News* and *Black Perspective on the News),* children's general programs constituted 5.7% *(Villa Alegre* and *¿ Que Pasa, USA?),* while the broad category of cultural material added 19.5% of all target audience material.

As Table VI.1 (see p. 63) indicates, special and target audience programs were most heavily concentrated in the hours between school and prime time. However, this type of program constituted the highest proportion of programming after prime time where they accounted for 20.0% of all late night hours. Target and special programming accounted for 9.4% of all local shows.

FIGURE VI.2
PERCENTAGE OF SPECIAL OR TARGETED AIR TIME BY TARGET AUDIENCE INCLUDING SPECIFIC NATIONAL PROGRAMS

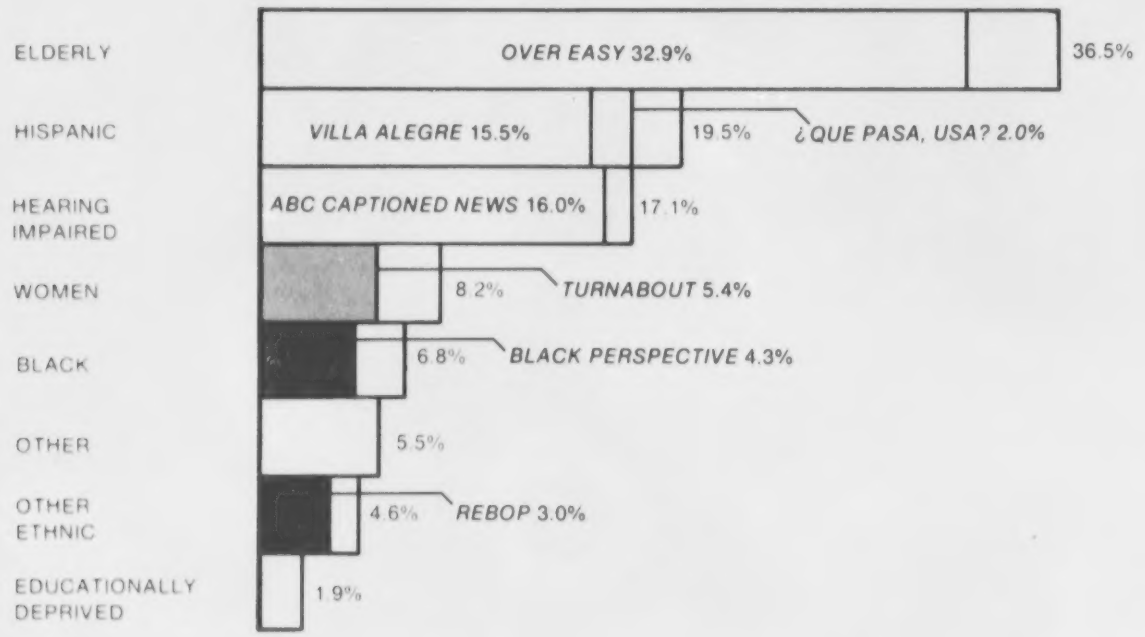
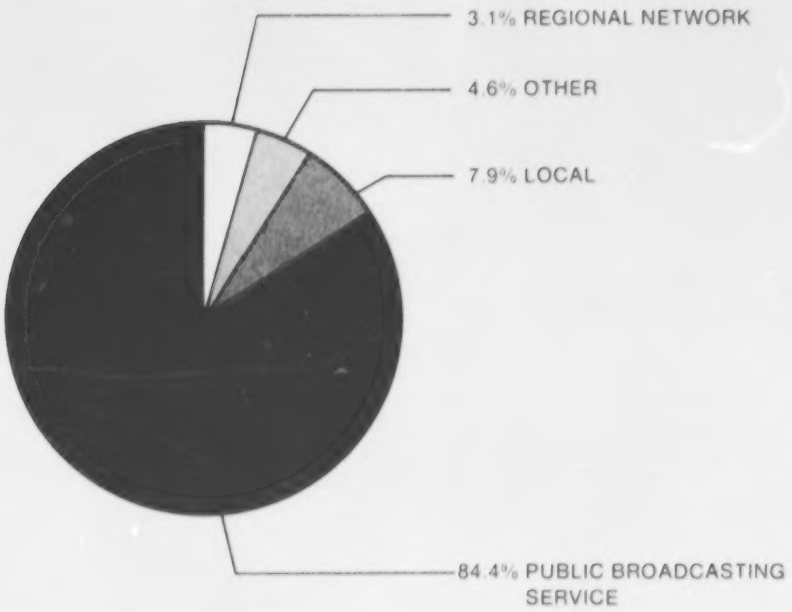


FIGURE VI.3
PERCENTAGE OF SPECIAL AND TARGET AUDIENCE HOURS BY DISTRIBUTION



VII. LOCAL PROGRAMMING

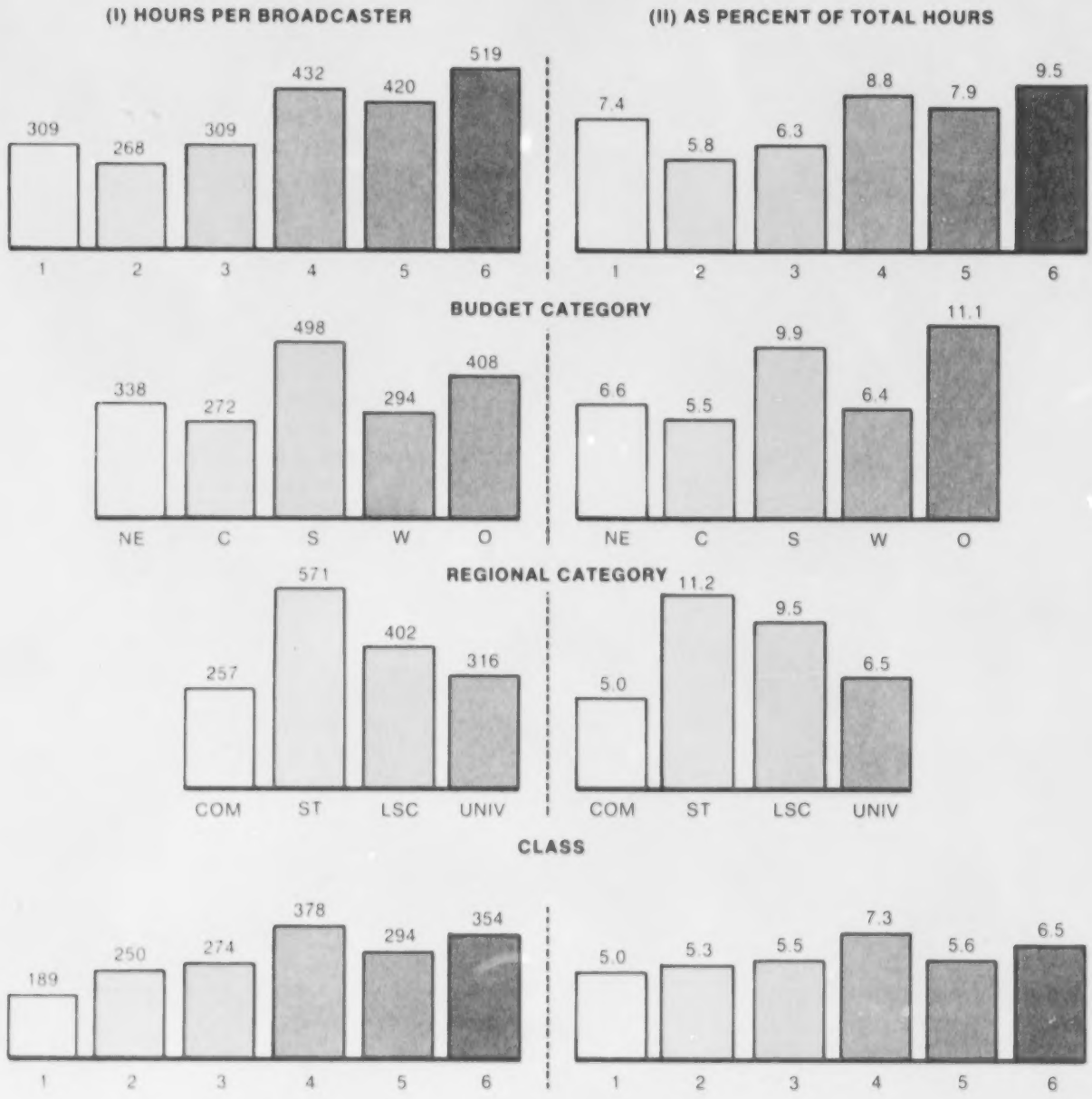
It has already been mentioned that production from "our facilities" and distribution attributed to a program from our facilities were not necessarily identical. Producing stations properly labeled national programs as being produced by their facilities and distributed by PBS. By contrast, members of a "Consortium" may have had a tape of a program they produced and may have indicated that distribution was "Program from our facilities". In order to identify strictly "local" programming, the computer selected programs that were produced at the broadcasters' facilities and also in distribution from local facilities. The results indicated an *annual average of 354.4 hours of strictly local programming—7.2% of all broadcasting.* This covered 737.1 programs per broadcaster—8.9% of all programs. The length of the average local program was 28.8 minutes. These figures represent a decline of 17.7% in the number of hours and 12.2% in the number of programs from the 1976 averages. In the case of local programming, patterns by broadcaster category of annual average hours were the same as patterns of percentages. (See Figure VII.1, p. 68.) Broadcasters in the highest budget category aired almost 70% more local material than broadcasters in the lowest budget category. Local programming ranged from 5.8% in the second lowest budget category to 9.5% of all air time for broadcasters with the highest budgets. The relationship between budget category and the amount of local programming while strong, is less than it was in 1976.

There was considerable variation by region of the country. Southern broadcasters offered the most local programming, with broadcasters in the Northeastern states well behind in second place. However, this pattern changes when local ITV programming is accounted for. Table III.8 (see p. 33) presents average annual hours of local ITV programming by region. This allows the following computation:

LOCAL PROGRAMMING HOURS

Region	Local ITV Hours	Per cent ITV Hours which are Local	Local Gen & News	Per cent of Gen + News which are Local	Total Local Hours	Per cent of Total which is Local
Northeast	57.5	7.2	280.9	7.8	338.4	6.6
South	239.7	26.5	258.0	7.5	497.7	9.9
Central	60.0	9.8	211.7	5.9	271.6	5.5
West	112.3	16.4	181.9	5.5	194.2	6.4
Outlying	89.8	27.4	317.9	11.8	407.7	11.1

FIGURE VII.1
LOCAL PROGRAMMING HOURS BY BROADCASTER CATEGORY



POPULATION SERVED

BUDGET CATEGORY		REGIONAL CATEGORY		CLASS		POPULATION SERVED	
1	UNDER $400,000	NE	NORTHEAST	COM	COMMUNITY	1	UNDER 150,000
2	$400,000-$899,999	C	CENTRAL	ST	STATE	2	150,000-349,999
3	$900,000-$1,399,999	S	SOUTH	LSC	LOCAL SCHOOL	3	350,000-599,999
4	$1,400,000-$1,899,999	W	WEST	UNIV	UNIVERSITY	4	600,000-999,999
5	$1,900,000-$4,499,999	O	OUTLYING			5	1,000,000-2,000,000
6	$4,500,000 and over					6	OVER 2,000,000

The pattern for local non-ITV (i.e., "General + News") programming is different from the ITV pattern and the overall pattern. Southern, Northeastern and outlying broadcasters aired more local general programming, while only Southern and outlying broadcasters aired a higher percentage of local ITV material than other groups.

An examination of the same phenomena by class indicates:

Class	Local ITV Hours	Per cent ITV Hours which are Local	Local Gen + News	Per cent Gen & News which are Local	Total Local Hours	Per cent of Total which is Local
State System	258.5	23.6	312.7	9.4	571.3	11.2
University	73.6	13.8	242.4	6.7	316.0	6.5
Community	58.1	8.3	198.7	5.4	256.8	5.0
School Board	214.1	24.9	187.8	6.5	401.9	9.5

State systems aired the most local programming, followed by local school board licensees with university and community broadcasters far behind. State systems had the most local ITV and "General + News" local programming. Local school board broadcasters had less "General + News" than university and community broadcasters, but they had almost three times as much local ITV programs.

Population categories showed weaker trends for ITV, general and total local programming. Annual averages and percentages generally increased with some fluctuation from broadcasters serving smaller communities to broadcasters serving larger communities. It is noteworthy that "overlapped" broadcasters (not shown in Figure VII.1) averaged more hours (516.3) of local programming than any other population category, although slightly more than half of this (267.9 hours) was ITV and the remaining local general programming was just roughly at the average for all broadcasters. Multiple market broadcasters also aired more locally produced hours (506.7) than broadcasters serving the single-community markets. Their local ITV programming was also very high. (See Table III.8, p. 33.)

As shown in Table VII.1, 29.5% of all local programming hours (104.7 hours) was News/Public Affairs; 33.5% (118.7 hours) was ITV; and the remaining 37.0% (131.1 hours) consisted of various types of general material.

Local News/Public Affairs was primarily general newscasts (33.0%) followed by interviews (19.6%), magazine formats (15.7%), and coverage of governments at work (12.0%).

TABLE VII.1
AVERAGE ANNUAL HOURS AND PERCENT OF LOCAL PROGRAMMING PER BROADCASTER BY PROGRAM TYPE

General	Hours	Percent
News/Public Affairs	104.7	29.5
History/Biography	3.8	1.1
General Information	39.0	11.0
Science	0.8	0.2
Skills	11.3	3.2
Children's	4.0	1.1
Culture/Art/Reviews	9.0	2.5
Music/Dance/Performance	12.9	3.6
Drama	1.2	0.3
Film	2.2	0.6
Comedy	0.3	0.1
Variety	3.4	1.1
Sports	16.2	4.6
Station Promotion/Auction	10.4	2.9
Other	10.2	2.9
ITV		
Basic Education	7.0	2.0
Reading/Writing	11.2	3.2
Literature/Humanities	6.5	1.8
Foreign Language	4.6	1.3
Math	4.4	1.2
Science	11.8	3.3
Social Science	12.3	3.5
History	6.1	1.7
Music/Art/Theater	23.4	6.6
Home Economics	1.5	0.4
Health/PE/Safety	4.1	1.2
Environment	1.6	0.5
Teacher Training	6.7	1.9
Professional Training	1.5	0.4
Vocational	2.8	0.8
Other	9.2	2.6

FORMAT OF LOCAL NEWS/PUBLIC AFFAIRS MATERIAL

	Hours	Per cent of Local News/ Public Affairs
General Newscasts	31.4	33.0%
Interview	18.7	19.6
Magazine/Documentary	14.9	15.7
Government at Work	12.0	12.6
Discussion	11.3	11.8
Other	16.4	15.7

After News/Public Affairs, General Information (39.0 hours, 11.0%) was the next highest individual category. In sum, nearly three-fourths of local programming was News/Public Affairs, General Information, and ITV; and an additional 4.6% was Sports coverage. The remaining 92 hours was divided among a great many program types.

Figure VII.2 describes the division of local programming by method of transmission. Videotape was the dominant method of transmission (71.3%). However, live broadcasting (21.3%) and the use of remote units (6.3%) were also frequent.

Nearly half (48.0%) of local News/Public Affairs programming covered only the local community; another 29.6% was state or regional in scope and 16.9% was broad in scope—covering local, national, and international affairs. The format of local News/Public Affairs programming varied widely. When Part B of Figure VII.3 is compared to Part B of Figure V.9, (see p. 59), there is a comparison of local News/Public Affairs formats with all News/Public Affairs formats. Local News/Public Affairs programming was *more* likely to be a general news program (33.0%), more likely to be an interview (19.6%), *more* likely to be a magazine or documentary (15.7%), *more* likely to be coverage of a governmental body at work (12.6%), *less* likely to be a report/discussion/analysis series (11.8%), and *less* likely to be coverage of a press conference or speech or other event (0.9%).

FIGURE VII.2
PERCENTAGE OF LOCAL PROGRAMMING HOURS BY METHOD OF TRANSMISSION

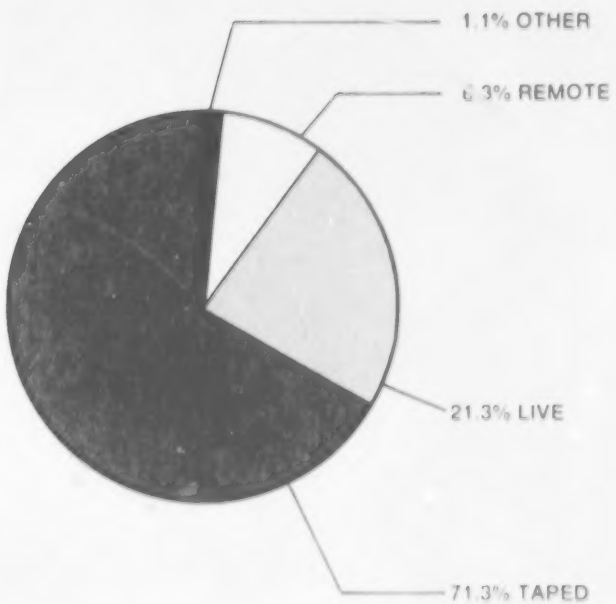
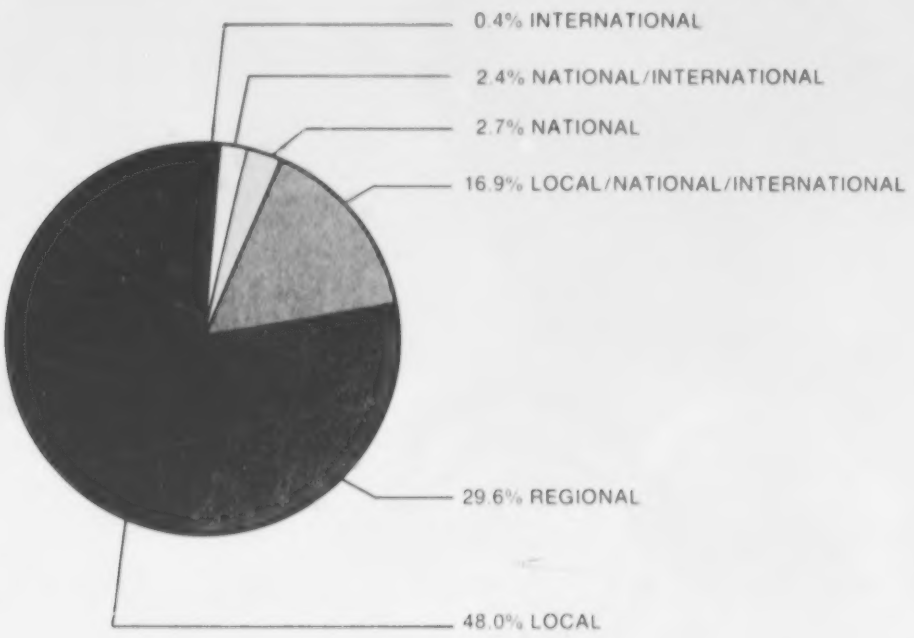
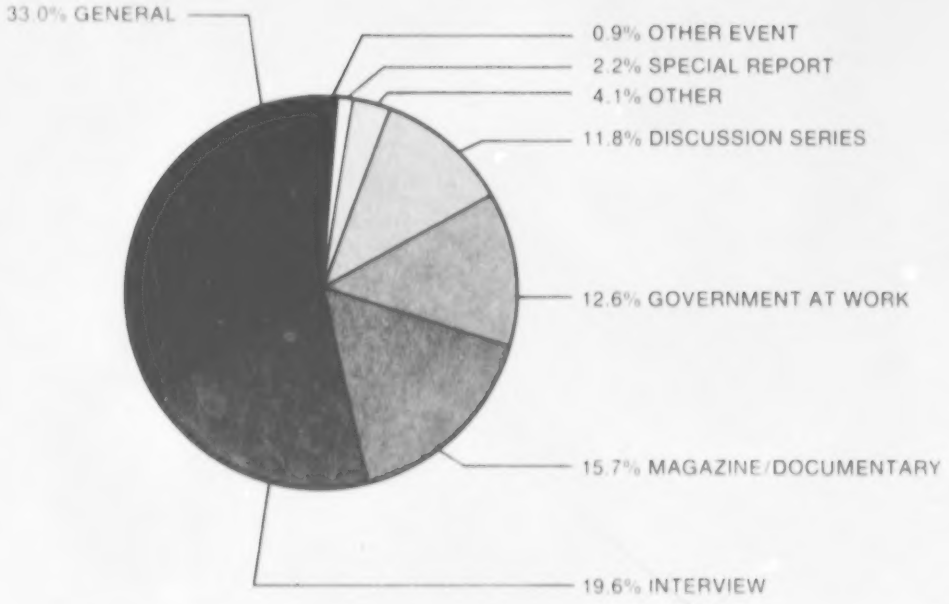


FIGURE VII.3
PERCENTAGE OF LOCAL *NEWS/PUBLIC AFFAIRS* PROGRAMMING HOURS BY (A) SCOPE, AND (B) FORMAT

A. SCOPE

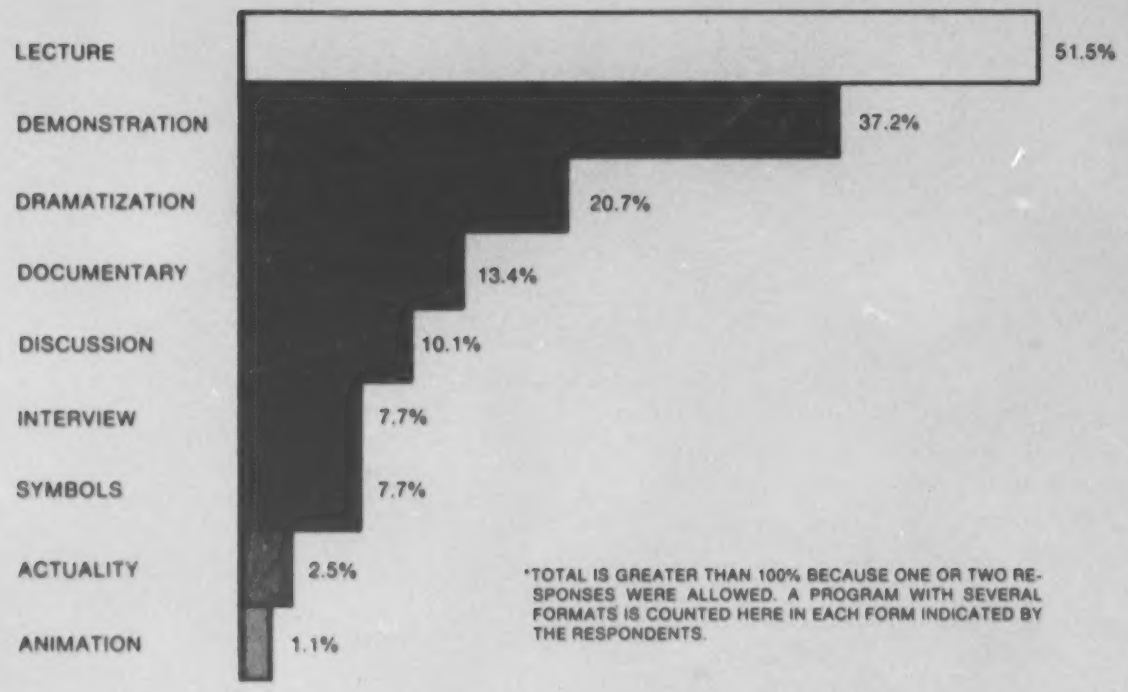


B. FORMAT



The proportions of local ITV programming by different formats is displayed in Figure VII.4. When compared with Figure III.4 (see p. 36), it reveals differences between local ITV formats and the formats used in all ITV programming. Local formats were *more* likely to be Lecture/Monologue (51.5%), Demonstration (37.2%), Discussion (10.1%) or Interview (7.7%) than the overall proportions for all ITV. Local formats were *less* likely to be Dramatization (20.7%), Documentary (13.4%), Narrated Graphic Symbols (7.7%), or Animation (1.1%) than the proportions of these formats for all ITV programs.

FIGURE VII.4
LOCAL ITV PROGRAMS BY FORMAT



*TOTAL IS GREATER THAN 100% BECAUSE ONE OR TWO RESPONSES WERE ALLOWED. A PROGRAM WITH SEVERAL FORMATS IS COUNTED HERE IN EACH FORM INDICATED BY THE RESPONDENTS.

VIII. PBS AND PRIME TIME PROGRAMMING

Public Broadcasting Service (PBS)

The Public Broadcasting Service distributed 71.6% of all broadcast hours in FY 1978. This amounted to an annual average of 3,504 hours of PBS material per broadcaster. Tables II.7 and II.8 (see pp. 19 and 20), give details by broadcaster category. The number of hours from PBS increased by 13.0% from 1976 although the percentage of all hours distributed by PBS was nearly constant. The survey allowed an examination of several aspects of the programming taken from PBS.

Use of PBS material varied by time of year:

PBS MATERIAL BY TIME OF YEAR

	Avg hrs/ week	Per cent of Total Hours
January 12 to June 17	65.5	67.0%
June 18 to September 29	66.6	79.4
September 30 to January 1[illegible]	66.8	68.1

The average weekly hours of PBS material remained constant over the year, but the higher proportion of hours from PBS in the summer reflected shorter total schedules due to curtailed ITV hours.

To briefly summarize the use of PBS hours by time of day: 5.9% was broadcast before school hours, 26.7% was broadcast during school hours (and early weekend daytime), 31.9% was broadcast after school hours, 28.5% was broadcast in prime time, and 7.0% was broadcast after prime time. From another perspective, PBS supplied 76.7% of all before school hours, 55.9% of all during school (and weekend daytime) hours, 79.6% of all after school hours, 78.5% of all prime time hours and 69.6% of all hours after prime time.

PBS DISTRIBUTED HOURS BY TIME OF DAY

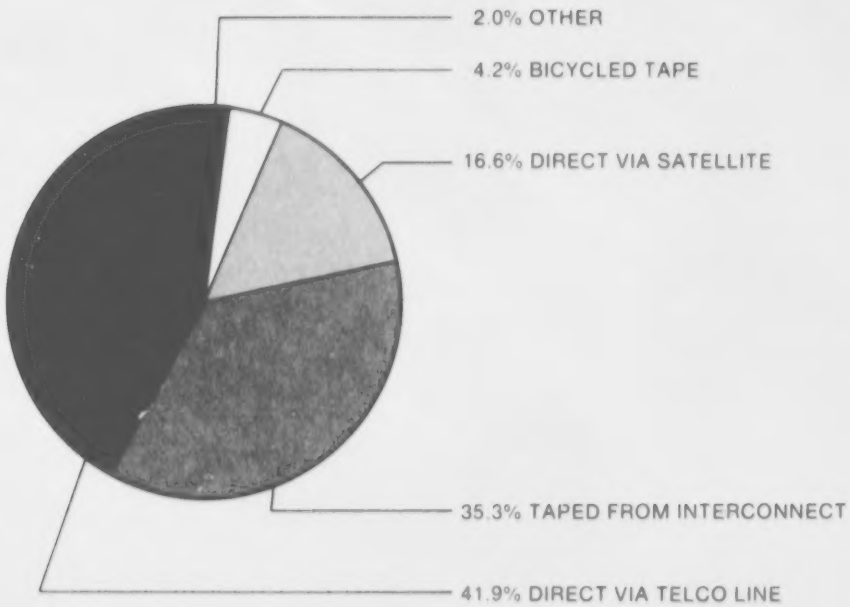
	PBS Hours in Daypart as per cent of Total PBS Hours	PBS Hours in Daypart as per cent of Total Hours in Daypart
Pre-9 a.m. (pre-school)	5.9%	76.7%
9 a.m.-3 p.m. (school hours)	26.7	55.9
3 p.m.-prime time (after school)	31.9	79.6
Prime time	28.5	78.5
Late night	7.0	69.6

Figure VIII.1 (see p. 74) depicts the methods of transmission used in broadcasting hours of material distributed by PBS. Direct interconnection (41.9% via telephone line and 16.6% via satellite) accounted for the major proportion (58.5%) of PBS-distributed hours. However, 35.3% of all hours were taped from interconnection for later use. This percentage produced an annual average of 1,236.9 hours per broadcaster, or a total of 192,958 (1236.9 × 156) broadcaster-hours of tape delayed programming.

Figure VIII.2 (see p. 75) shows the production sources of program hours distributed by PBS. PTV stations produced 62.7% of the hours distributed by the national PTV service. Nearly one-fourth (23.5%) of all PBS hours were produced by the Children's Television Workshop (CTW). Foreign productions or international co-productions accounted for 9.5% of all hours.

Sixteen series distributed by PBS accounted for over 42% of all public television air time and just

FIGURE VIII.1
PERCENTAGE OF PBS-DISTRIBUTED HOURS BY METHOD OF TRANSMISSION



over 40% of all programs. (This was 59.4% of all PBS-distributed hours and 65.6% of all PBS-distributed programs.) In order of frequency, they were:

PROGRAM TITLES

Title	Per cent of All Hours	Per cent of All Programs
Sesame Street	11.4%	6.7%
The Electric Company	4.7	5.6
Mister Rogers' Neighborhood	3.9	4.4
Over Easy	2.9	3.4
MacNeil/Lehrer Report	2.6	3.1
Dick Cavett	2.6	3.0
Masterpiece Theatre	2.3	1.4
ZOOM!	2.0	2.4
Lilias, Yoga and You	2.0	2.3
Nova	1.7	1.0
ABC Captioned News	1.4	1.6
Villa Alegre	1.3	1.5
Once Upon a Classic	1.1	1.2
Firing Line	0.9	0.5
Wall Street Week	0.8	1.0
Washington Week in Review	0.8	1.0
TOTAL	42.5%	40.3%

Many of these programs were funded through the SPC (Station Program Cooperative). Approximately 2,280 hours of programs purchased through the SPC were aired per broadcaster in FY 1978. The SPC purchases, therefore, represented approximately 66.1% of the hours distributed by PBS and 46.6% of all hours.

It is clear that children's programming was a major portion of PBS-distributed material. Indeed, Table VIII.1 indicates that 32.6% of all PBS hours were children's programming (33.8% of programs were in this category). By comparison, there were no program types of even similar proportions of PBS distributed material. The right-hand columns of Table VIII.1 change the basis of analysis to PBS-distributed material that was broadcast in prime time. (As noted above, this was 28.5% of all PBS hours and covered 78.5% of all prime time material.) Prime time material from PBS included 16.2% News/Public Affairs hours (21.7% News/Public Affairs programs), 23.1% Music/Dance/Performance hours (16.5% programs), 23.7% Drama hours (18.8% programs), 7.8% Science hours (6.7% programs), 6.0% History/Biography hours (6.2% programs) and 14.2% general information hours (20.3% programs).

FIGURE VIII.2
PERCENTAGE OF PBS-DISTRIBUTED HOURS BY PRODUCER

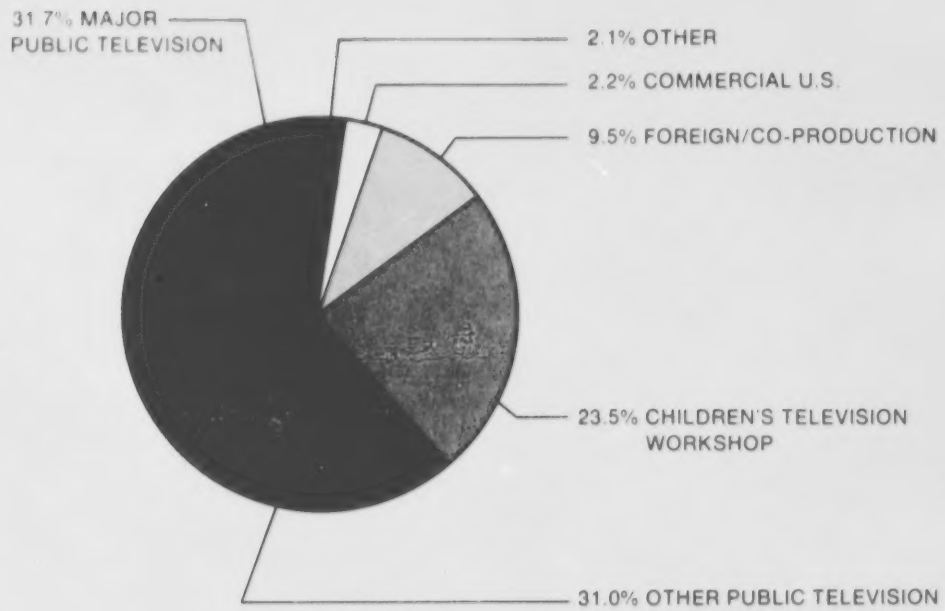


TABLE VIII.1
PERCENTAGE OF PBS DISTRIBUTED HOURS AND PROGRAMS BY PROGRAM TYPE: ALL PROGRAMS AND PRIME TIME

	ALL PROGRAMS		PRIME TIME	
Type	**Hours**	**Programs**	**Hours**	**Programs**
News/Public Affairs	11.2	12.8	16.2	21.7
History/Biography	3.7	3.4	6.0	6.2
General Information	14.7	18.6	14.2	20.3
Science	3.9	2.7	7.8	6.7
Skills/How-To	5.3	7.3	1.0	1.7
Children's	32.6	33.8	0.5	0.7
Culture/Art/Reviews	1.7	1.8	2.8	3.2
Music/Dance/Performance	10.5	6.9	23.1	16.5
Drama	10.1	6.9	23.7	18.8
Film	0.8	0.3	1.4	0.8
Comedy	0.7	0.8	1.1	1.4
Variety	0.1	0.1	0.1	0.2
Sports	2.1	1.1	1.4	1.3
ITV	2.3	3.2	0.1	0.1
Other	0.3	0.3	0.5	0.5

Details of other program types are presented in Table VIII.1 (see p. 75).

The point is that the distribution of PBS programming differed by time period. In the prime time hours, when the greatest number of American adults watch television, the single most frequent type of programming distributed by PBS was Drama. This was followed by Music/Dance/Performance, News/Public Affairs, General Information and, to a lesser degree, Science and History/Biography.

PRIME TIME

Prime time programming comprised an annual average of 1,249 hours and 1,494 programs per broadcaster in FY 1978. These figures represent 25.6% of all hours and 18.1% of all programs respectively and are slightly lower proportions of the (longer) broadcast day than the 1976 figures.

The division of *all* prime time material by program types is presented in Figure VIII.3 and Table VIII.2. (It includes material from both PBS and other sources.) When all of prime time material is compared to PBS prime time material, it is found that there is a slight increase in the proportion of News/Public Affairs hours. A slightly higher proportion of overall air time was devoted to Sports, Film and Comedy; and a lower proportion was devoted to Drama, Music, Dance and General Information.

The reason for the difference is clarified by the data from Figure VIII.4. A large part of the prime time hours that did not come from PBS were from broadcaster's own local facilities. It has already been noted that local material tended to be News/Public Affairs far more frequently than it was Cultural material. (See Table VII.1, p. 69.) As a result, broadcasters were relatively dependent on PBS for Drama, Music, Dance and other Cultural fare.

TABLE VIII.2
PERCENTAGE OF PRIME TIME HOURS AND PROGRAMS BY PROGRAM TYPE

Type	Per cent-Hours	Per cent-Programs
News/Public Affairs	17.4	22.7
History/Biography	6.0	6.0
General Information	13.8	19.2
Science	6.3	5.3
Skills/How-To	1.2	1.9
Children's	0.2	0.8
Culture/Art/Reviews	2.8	3.2
Music/Dance/Performance	19.9	14.6
Drama	21.4	16.6
Film	3.8	1.8
Comedy	2.0	2.9
Variety	0.3	0.4
Sports	2.6	2.0
Station Promotion/Auction	0.3	0.6
ITV	0.6	0.8
Other	1.0	1.0

FIGURE VIII.3
PERCENTAGE OF PRIME TIME HOURS BY PROGRAM TYPE

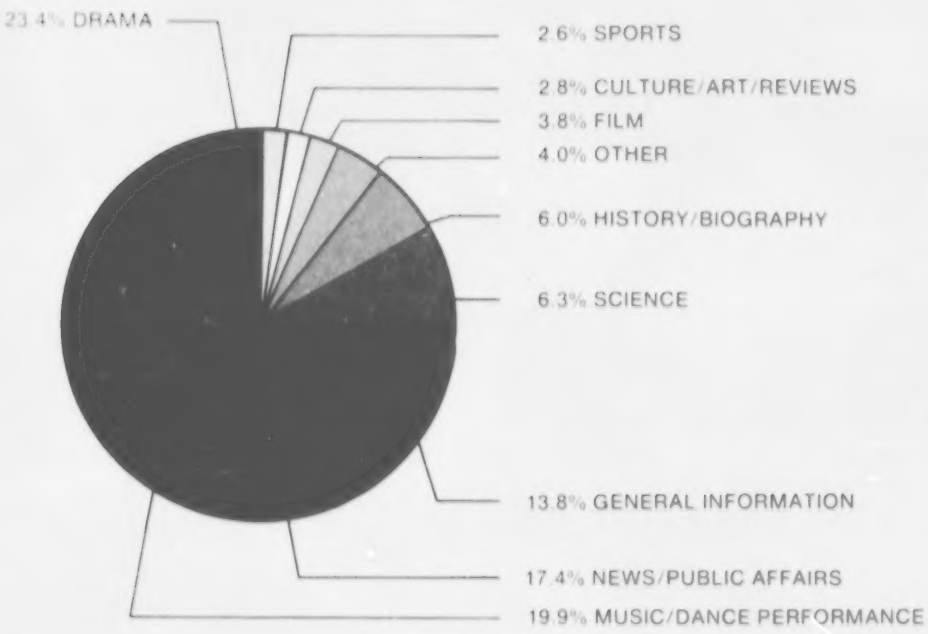
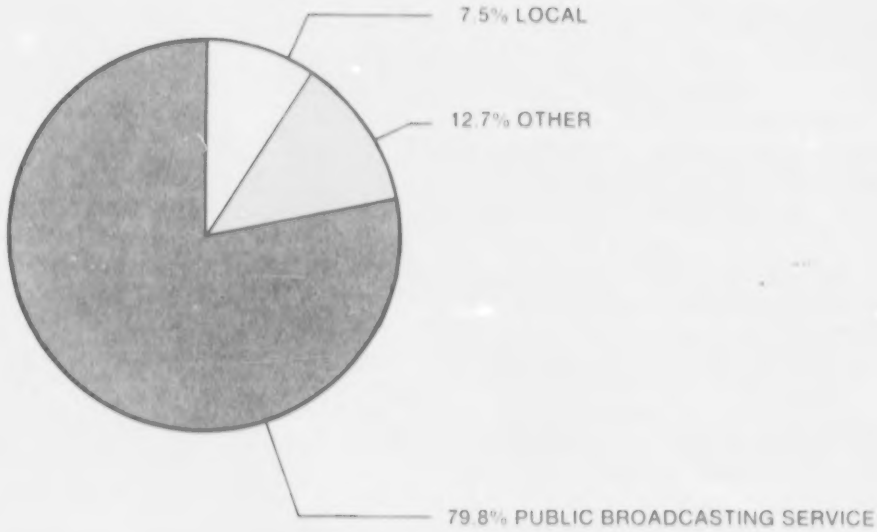


FIGURE VIII.4
LOCAL AND PBS PROGRAMMING AS PERCENTAGE OF PRIME TIME HOURS



APPENDIX A
SURVEY METHOD AND OPERATIONS.

Sample Selection

This survey was designed to cover two overlapping time periods—the 1978 CPB fiscal year (which ended on September 30, 1978) and the 1978 calendar year. The entire survey period was divided into segments. Segments 1 through 7 were each 52 days long and covered the entire fiscal year. Segment 8 was also 52 days long and covered the part of calendar year 1978 that was one year after segment 1. The calendar year began in the middle of segment 2. Therefore, segment 9 which covered the part of calendar year 1978 that was one year after the first portion of segment 2, was shorter than the other segments.

Within segments 1 through 7, each of 156 broadcasters was randomly assigned to one of the 52 days. Thus, the sample for each broadcaster was spread over the entire fiscal year, and the sample included programming on all of the 364 days in the sample. An additional constraint on the sample was that the seven days selected for each broadcaster had to represent the seven days of the week (Sunday, Monday, Tuesday, etc.), although not necessarily in that order. Therefore, the total sample for the fiscal year covered an equal number of schedules for each week day; e.g., there are 156 Wednesdays in the sample, with each broadcaster represented one time.

For segment 8 all 156 broadcasters were sampled on the same date as they had been in segment 1 plus 1 day. This ensured that each broadcaster would be sampled on the same day of the week in segments 1 and 8. Those broadcasters whose segment 2 date had fallen in 1977 were also sampled in segment 9. A procedure like that used for segment 8 again ensured that the day of the week for each broadcaster was the same in segment 2 and 9. Thus the calendar year sample had the same characteristics as the fiscal year sample.

The sample for the fiscal year was generated by computer according to the following rules: (1) The 364 days of the sample year were numbered and divided into seven segments of 52 days. (2) Within the first segment each broadcaster was *randomly* assigned (by a random number generator) one of the 52 dates. (3) For the second segment of the year, each broadcaster was once again randomly assigned one of the 52 dates; however, the date was replaced by another random selection if it fell on the same day of the week as the first sample date. (4) Broadcaster-by-broadcaster sample selection was repeated in this fashion for the remaining segments of the year. Days of the week that had already been chosen for a given broadcaster were not allowed to recur; but the sample was otherwise random within each segment of the year.

In sum, the samples for both fiscal year and calendar year 1978 each had the following characteristics:

- Each day of the sample year was represented, and each had an equal probability of being chosen.
- The sample of each broadcaster was spread over the seven segments of the whole year.
- Each broadcaster was sampled once for each day of the week.
- There was an equal number of sample dates for each day of the week, one for each broadcaster.

Response Rate

The sampling universe for the fiscal year included seven dates for each of 156 broadcasters or 1,092 broadcaster-days. The results reported in the main body of this publication include data from 1,027 broadcaster-days. Thus *the response rate was 94.05% of the broadcaster-days in the sample.* For the calendar year data presented in Appendix F the sample universe was also 1,092 broadcaster-days and there were data from 983 broadcaster-days for a response rate of 90.02%.

Estimates of Annual Average

Each of the seven sample days assigned to a broadcaster represented 1/365th of the annual schedule. To estimate annual averages per broadcaster, occurrences in the sample were multiplied by 365 and then divided by the number of broadcaster-days in the sample (1,027 responses for all the broadcasters in the fiscal year, a smaller num-

ber for a given category of broadcaster; for example, there were responses for 267 Southern broadcaster-days in the fiscal year sample). To illustrate this, note that the fiscal year sample included 23,303 programs. By computation, this results in an estimate of 8,282 programs per broadcaster in fiscal year 1978. Estimates of variance and standard error were computed according to procedures described in Appendix C. The table represented there gives the standard error for various percentages within the sample.

Survey Operations

The 1978 survey was based in large part on the two previous surveys which covered the 1974 and 1976 calendar years. Prior to the inception of the 1974 survey, the items to be used were carefully determined through consultation with various interested parties, and a thorough pre-test of the techniques was conducted. Details were given in *Supporting Statement: Corporation for Public Broadcasting/ USOE National Center for Education Statistics' Programming Survey* submitted to the U.S. Office of Management and Budget, and approved in the latter part of 1975. These items were revised for the 1976 survey and once again revised through consultation with various interested parties prior to the current survey.

The original list of "broadcasters" was made from CPB records of qualified public television licensees and their broadcasting configurations. Following this, discussions with CPB staff and a series of telephone calls clarified the situations in Miami, Nebraska, Oklahoma, South Carolina and South Dakota.

Large 9 · 12 envelopes were prepared prior to the survey. They were addressed to program managers with labels printed directly from the CPB computerized file. Each contained a survey code sheet, two response sheets, an instruction sheet, cover letter and a business-sized return envelope. Computer printed gummed labels were prepared and affixed to the response sheets to indicate the name of the broadcaster, the day and date for which there was to be a report, and the code numbers for the broadcaster and the sample dates. (licensees with secondary schedules—given in Appendix D—were sent response sheets for their secondary schedules in the same packet.) Such packets were prepared for every broadcaster-day in the survey.

They were sorted into chronological order by date to be surveyed, and placed into groups representing each week in the survey period. The packets were not sealed at this point.

In addition, names and titles of persons responsible for ITV schedules for each of the broadcasters were obtained from PBS records. For each date on which school might have been in session (weekdays excluding summer and national holidays), a cover letter discussing the importance of complete information about the ITV schedule was prepared. Each of these letters contained the actual date for which the broadcaster would be surveyed. These envelopes were sorted by broadcasters and dated, stamped and sealed.

At approximately one-month intervals, advance schedules for the PBS program feed were obtained and precoded on gummed labels. Also precoded were frequently used syndicated and EEN programs. At the beginning of the survey one sheet of gummed labels with ITV programs was also precoded.

These labels were sheets of paper strips that could be peeled from a backing paper and fixed to the survey response forms. They eliminated the need for respondents to apply codes to all but three variables (air time, method of transmission and repeats). They were used for nearly 15,000 (65%) of the 23,300 programs reported in the fiscal year survey.

At approximately 10-day intervals, sheets of precoded programs and cover letters were inserted in packets, which were then sealed and stamped mailed at least one week before the first sample date in the group. Separate ITV cover letters for applicable broadcasters were also sent.

A master schedule of survey dates and broadcasters had been prepared. As responses arrived, they were tallied against this schedule. If no responses were received within five weeks, a follow-up packet was sent. (The response rate to the first mailing was approximately 85%.) The follow-up packet contained all the survey materials plus a special follow-up cover letter (see Appendix B). The single follow-up raised the response rate to approximately 90%. Following another five-week period, the assistant project director sent out a personal second follow-up letter. If there was still no response after another few weeks, a telephone call was made. If earlier survey dates had been late or accompanied by a letter of comment about the survey, or if there had been no responses at all from the broadcaster, a telephone call was made.

In the first week of February 1979, all broadcasters

who had not returned one or more survey forms were telephoned. Most agreed to return the forms as soon as possible. A few indicated that the survey was too great a burden, and they were asked to send copies of their logs for the appropriate dates.

The survey period had been divided into segments. When returns from a given segment were complete, they were manually edited. Precoded program identification numbers were added where gummed labels had not been used. Illogical coding was checked, and illegal codes were corrected. The forms had been designed so that they could be used directly by keypunchers; thus, the editor had to ensure that there were no ambiguities or illegal codes.

Data were keypunched and verified by a commercial service. They were then processed through a computer editing routine that searched for logical errors (i.e., a program seeming to be a feature film is also coded as a news interview with an invited guest). With over 28,000 cases to be processed for the overlapping survey periods (fiscal and calendar years), the editing routine identified relatively few problems; and almost all of these seemed to be clerical errors—typically keypunch column shifts. It proved especially important to correct these column shifts because they might indicate 600 minutes of material of the wrong type instead of 60 minutes of the appropriate program type.

The edited data set was processed by way of standard analyses available in the Statistical Package for the Social Sciences (SPSS). For each of the fiscal year and calendar year surveys a major file of all programs and subfiles for ITV, News/Public Affairs, *Sesame Street* + *The Electric Company* and "General" programs were created. A separate file for secondary schedules was also created. The subfiles allowed processing of subsets of data without requiring a search through more than 23,000 cases. Analyses used the FREQUENCIES and CROSSTABS routines of the SPSS package.

There was a low percentage of missing data (less than 5% for any given variable). It was assumed that missing data were distributed in proportion to the responses given. Annual average hours and programs were calculated as described in Chapter I. (There were no missing data regarding total annual averages for any broadcaster category or period of the year.) In cases of cross-tabulation, missing data increased as a function of the two or three variables used. It was assumed that univariate proportions were proper, and totals were adjusted to match marginal values determined by a frequency count of each variable.

The survey covered four variables about broadcasters, three variables about the data (school-in-session, day of week and time of year) and 15 variables about programs. All possible combinations of two or more variables would have required an encyclopedic compendium of data.

Editorial judgment was exercised by the project director. He chose variables and relationships to be studied and called for additional computer analyses when the data indicated new areas to be further studied. In the end the basic analyses specified by the project proposal were made, and many additional analyses were used.

APPENDIX B
SURVEY INSTRUMENTS AND COVER LETTERS

Program Survey Code Sheet

Instructions

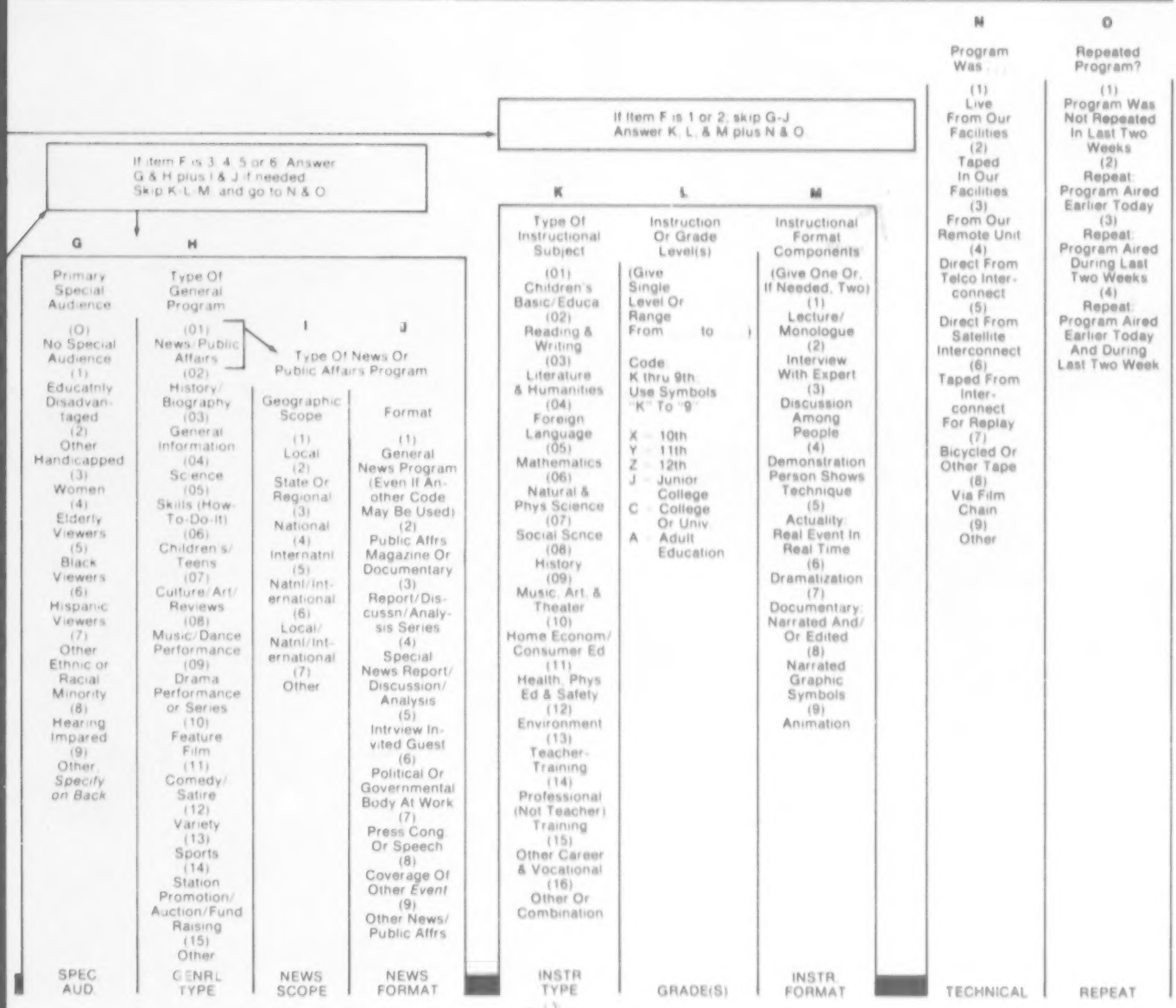
1. Read all instructions and codes on this *code sheet*. Become familiar with them. An additional sheet of specific definitions is enclosed to clarify meanings.
2. Fill in the top of the pink *answer sheet*. It should already indicate your station or network and the day and date for which you should list programs.
   a. Indicate whether local *schools were in session* on this day.
   b. Fill in *your name* and the name of the *instructional programming person* contacted for information about the ITV portion of the schedule.
   c. *If you did not broadcast* anything on this date, write "no broadcasts" across the answer sheet and *mail it back* to us. You are done.
3. Place this *code sheet over the pink answer sheet* so that the columns on the two sheets overlap. The code sheet will help fill out the answer sheet.
4. In column (B) *list all programs* of five minutes or longer which you broadcast on the specified day. Please note that many commonly used programs have been precoded on gummed strips whenever possible.
   a. Programs distributed by PBS (and EETN) are listed on *precoded gummed strips*. For each of these in your schedule, simply put the proper strip *across columns (B) through (J)*.

A Time of Airing (1) Before School (Before 9 AM) (2) Morning During School (9 AM to Noon) (3) After-noon During School (Noon To 3 PM) (4) After School (Early Evening) (5) "Prime" Evening Time (6) After "Prime" Time	B Program Title	C Length of Program To Nearest Five Minutes (EG, A One Hour Fifty-Nine Min. Program Is "120")	D Who Produced Program? (1) Our Facilities (2) Consortium Production (3) C.T.W. (4) Foreign Producer/ Internatnl Co-Productn (5) Major PTV Producer: WNET, WGBH, WETA, KCET (6) Another PTV Organizatn: FCI, SECA, BCTV, Or A PTV Statn (7) Independnt Or Instruc-tional TV Producer (8) Commercial U.S. TV (9) Other	E Who Dis-tributed Program? (1) Program From Our Facilities (2) Exchange From Other PTV Statn (3) Regional Network Or (If Not A "State" Licensee) State Net (4) PBS (5) PTL (6) AIT (7) GPNITL (8) Other Ins-tructional Supplier (9) Other Source	F Program Was Designed To (1) Be Used In Traditional School Or Instruction Subject (2) Be Part Of Self-Teach Program In Standard Instruction Subject (3) *Informally* Educate (4) Give News, Skills, Gen Information (5) Entertain Or Culturally Enlighten (6) Both Educate & Give General Information
Air Time	Program Title	Code	Length	Producer	Distributer	Design

b. Commonly used *instructional programs* from AIT (and EETN) have also been precoded. These *strips line up from the last part of (B) through column (M).* Program titles are in unused columns; there is no need to recopy them.

5. *Air Time* has been divided into 6 categories. Put the proper *code (not actual time)* in column (A) for each program.

6. *Move this code sheet* down the answer sheet, and classify the programs one by one.
   a. *For each precoded program* Air Time—A, Technical—N, and Repeat—O must be filled in. Sometimes Producer—D will have to be changed if you took part in the production (see Definition Sheet) or circled blanks must be filled in for items that could not be precoded.
   b. If the *program is not precoded:*
      i. Pick the correct numeric *code for* Air Time—A, Length—C, Producer—D, Distributer—E, and Design—F.
      ii. Depending on the Design—F response, *pick codes for either* Special Audience—G, General Type—H, plus (if appropriate) News Scope—I and News Format—L *or* Instruction Type—K, Grade—L, and Instruction Format—M. Leave Blanks where no code is needed.
      iii. Then *complete* Technical—N and Repeat—O.
7. *Return the completed answer sheet(s)* in the enclosed envelope.



Program Survey Answer Sheet

BROADCASTER _____ C1-3

YOUR NAME _____

DAY/DATE _____ C4-5

ITV CONTACT PERSON _____

Were Local Schools In Session Today? 1 = yes 2 = no _____ C6

If Item F Is 3, 4, 5 Or 6: Answer G & H Plus I & J If Needed Skip K-L-M, And Go To N & O

If Item F Is 1 Or 2: Skip G-J Answer K, L, & M Plus N & O.

A Air Time	B Program Title	Code	C Length	D Producer	E Distributer	F Design	G	H	I	J	K	L	M	N Technical	O Repeat
												To			
												To			
												To			
												To			
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93 C21 C22 C23-24 C25-26 C27-28 C29 C30 94

Definitions

(A) Air Time

i. Please use the six code categories and *do not give actual air time* by the clock.

ii. School hours and prime time hours vary in different communities. Consider the beginning and end of the day according to the most frequent schedule for schools in your area. Adopt the standard commercial TV definition of prime time in your area.

iii. When school is not in session (weekend, holiday or vacation) use 9AM, noon, and 3PM to distinguish among categories.

iv. If a program begins in one time category and ends in another, give only the code for the time period in which it began.

(B) Program Title

The precoded strips include a special number for computer input. When you do not use the strips, you can just write in a title and ignore the code. But if you notice a code for a program you are putting in by hand (eg. a third run of "Sesame St.") you can help us by writing in the code, although you do not have to.

(C) Length

i. Round off program length to nearest five minutes.

ii. Use the program length in minutes. A two hour program would be 120 and a fifteen minute program would be 15.

(D) Producer

i. If the program is on a gummed strip and you produced it, *change* the (5) or (6) on the strip to (1).

ii. If the program is part of a series produced by a consortium, use (2) even if the individual program was produced by your station or a single entity.

iii. Consortium production can describe both multiple sponsorship for a single production team and several producers for a single program.

(E) Distributer

i. The response to this item should refer to the *organization that placed the program in distribution*, not the producer or last link in a supply chain. A program made by WXXX, distributed by PBS and received by regional interconnection lines would be (4) "PBS" on this item.

ii. Category (3) refers to *regional or state* distribution networks; but it does not apply to state network licensees. Thus, programs distributed in South Carolina by the S.C. ETV Authority would be (1) "from our facilities", while programs that an Ohio station receives from the network in that state would be (3) "regional or state network".

(F) Program Design

The key to this item is the distinction between two categories (1 and 2) that cover what has been called ITV and require answers to K, L, and M and the four categories that require answers to G, H, I, and J.

(1) Programs broadcast *primarily* for use in schools.

(2) Programs broadcast as part of a formal educational program providing material to specified people who are studying something. Examples: teacher training programs or medical training for nurses.

(3) *Informal* educational programs (e.g., "Sesame St.") include all those providing instruction outside of a traditional, formal curriculum.

(6) Programs that have explicit educational goals in addition to information or cultural content.

(G) Special Audience (Answer only if (F) is 3, 4, 5, or 6)

i. Obviously multi-coding is possible. There could be a program for Hispanic women. We find that there are very few of these problems. Pick the *primary* special group and *give only one*. Use your judgement—who was the program for?

ii. Everybody can watch everything that is broadcast; but if the content was *mainly intended for a special group* use the code.

iii. All special groups are encouraged and welcome to watch all PTV programs; but if the program was not specifically aimed at a special group, the code should be (0), "no special audience".

iv. If you use category 9, please also write the program title and target audience on back of answer sheet.

(H) General Type (Answer only if (F) is 3, 4, 5, or 6)

Pick the *best category* and use the *two digit code*.

(I) News Scope (Answer only if (H) is 01 "news/PA")

(J) News Format (Answer only if (H) is 01 "news/PA")

i. If a general news program has a magazine, interview or other componants, continue to use (1) "general news program" and not other categories.

ii. Try to find an appropriate category; but if nothing seems to be right use (9) "other news/PA".

(K) Instruction Type (Answer only if (F) is 1 or 2)

i. "Children's basic education" (01) refers to general elementary school content that does not fall into a single topic area or includes more than one topic.

ii. Try to find an appropriate category; but if none are right *or* the content is *equally* divided between two or more categories, use (16) "other or combination".

(L) Grade Level (Answer only if (F) is 1 or 2)

i. Two blanks separated by the word "TO" are provided.

ii. If the program is intended for two or more grades, fill in the blanks with the lowest grade in the left blank and the highest grade in the right blank; e.g., 2 TO 4.

iii. If the progra is intended for a single grade only, use the right-most blank: e.g., ___ TO 5.

iv. Be sure to contact the person responsible for the ITV portion of your schedule. Accurate information about grade levels is essential: guesses of "K TO 9" are detrimental to the survey results.

v. Remember, for keypunching efficiency: 10th, 11th and 12th grades are coded (X), (Y) and (Z). Thus a program for ninth and tenth grades would be 9 TO X.

(M) Instruction Format (Answer only if (F) is 1 or 2)

Pick the *best or best two categories* for the two columns provided. If more than two apply, use the two that accounted for most of the program. The categories:

(1) A teacher teaching, maybe with blackboard or props.

(2) Interviewer gets response from guest who knows the subject or *is* the subject of the program.

(3) Two or more people discuss, interact, teach. May include a "student" asking questions, etc.

(4) Instead of only verbal description, a task is shown. E.g., chemistry experiment, auto repair method.

(5) *Actual event* recorded or transmitted live. Emphasis on the event. E.g., government hearing, concert.

(6) Dramatization *recreates* an event or creates fiction using dramatic or cinematic techniques.

(7) Documentary relies on audiovisual media to concisely present ideas. (Contrasted with lecture—talking head format.) Characterized by off-camera narration most of the time and editing for effects.

(8) Narration over graphics is short of animation and less costly. Uses cuts, pans, zooms, etc. to enhance graphic effects.

(9) Animation results from frame-by-frame changes to create the illusion of motion over time.

(N) Technical

Give answer for all programs—*including pre-coded.*

(O) Repeat

i. Give answer for all programs—*including pre coded.*

ii. Category (4) is a combination of 2 and 3.

Sample Precoded Gummed Labels

Ol.. Story	1032	30	5	4	4		0	2			
Parent Effectiveness	1033	30	6	4	6		0	5			
PBS Movie Thtr.	1034		9	4	5		0	10			
Rebop	1035	30	5	4	3		7	6			
Soccer (German)	1036	60	4	4	5		0	13			
Studio See	1037	30	6	4	3		0	6			
V.T.R.	1038		5	4	5		0	7			
Visions	1039	90	5	4	5		0	9			
Wall Street Week	1040	30	6	4	4		0	3			
Washington Week In Review	1041	30	5	4	4		0	1	5	3	
			SPECIALS		(and One Shots)						
Americana	1042	30	6	4	4		0	1	3	2	
Advocates	1043	60	5	4	4		0	1	5	8	
Belle of Amherst	1044	90	5	4	5		0	9			
Canal Zone	1045	180	5	4	6		0	1	4	2	
Equality	1046	60	6	4	4		0	3			
Georgia O'Keeffe	1047	60	5	4	5		0	7			
Great Performances: OPERAS	1048		5	4	5		0	8			
Great Performances: Royal Family	1049	120	5	4	5		0	11			
Great Performances: Arcata Promise	1050	90	5	4	5		0	9			
Live From Lincoln Center	1051		5	4	5		0	8			
Making TV Dance	1052	60	5	4	5		0	8			
Tennis	1053			4	5		0	13			
U.N. Day Concert	1054	90	5	4	5		0	8			
			FREQUENT SYNDICATED AND EEN DISTRIBUTED PROGRAMS								
Battle Line	1055	30	9	3	4		0	2			
Fawlty Towers	1056	30	4		5		0	11			
Glittering Prizes	1057	90	4	3	5		0	9			
Monty Python	1058	30	4		5		0	11			
The Prisoner	1059	60	4	9	5		0	9			

corporation for public broadcasting

1111 16th Street, N. W. · Washington, D.C. · 20036 · Tel. (202) 293-6160

TO: PTV Program Managers

FROM: Henry Loomis

SUBJ: 1977-78 Survey of PTV Programming

As you may know, we have been undertaking a series of bienniel surveys of public television programming. Results of the 1976 survey, recently published as Public Television Programming Categories, 1976, have been well received. We hope that they have proven useful to you and your station. The data from this survey are essential for tracking changes in system-wide programming and assessing public television's impact. These surveys have been extremely useful in testimony before Congress, as well as local, state, and national funding sources. They have also given us a clearer picture of the content and role of public television in the United States.

The enclosed materials have been carefully designed to consume a minimum of your time. We have worked closely with PBS and other interested organizations and stations in an attempt to create a useful and uncomplicated survey. CPB is aware that surveys can impose quite a burden; and we hope that a coordinated, efficient information gathering system will help reduce the imposition.

The 1977-78 survey is very similar to the 1976 and 1974 surveys. The primary difference is that the current survey has been shortened and should require less time to complete.

ITV coordinators have been alerted to this survey. They should be able to help with the coding of instructional material that is sometimes unfamiliar to programming departments. Please ask for help if it will improve the accuracy of information about ITV programs.

Please read the enclosed instructions and definitions carefully and then complete and return only the pink answer sheets with the information about programs broadcast on the indicated date. A pre-addressed return envelope is enclosed.

If you need help with the survey, feel free to call the Programming Project collect in San Francisco. The number is (415) 626-4065 if you have any problems or questions.

Thank you for your cooperation.

cpb Corporation for Public Broadcasting

ITV COVER LETTER

MEMORANDUM

To: ITV Directors, All Stations

From: Rhea Sikes, PBS, and Mary Sceiford, CPB

Subject: CPB Public Television Program Content Survey 1978

The date given below is one of several on which your station is being surveyed relative to television program content. Your program manager will soon be receiving forms requesting detailed program information on your station's schedule for this date. Precise and correct information is of utmost importance as this will be the basis of the 1978 edition of "Public Television Program Content", published by the CPB.

Although your program manager will be readily able to provide most of the information requested, there are several areas in which your particular expertise will be of value. Some information you have about ITV programs is no doubt unavailable to your program manager: the intended grade level of a series, the educational subject covered by the program, producer, distributor, the format of the program, and whether there are print materials available for use with the program. Some of this information may be needed for nighttime instructional programming as well as for your daytime slots.

We believe that your input can improve the completeness and accuracy of this survey and we urge you to contact your program manager as soon as possible. He/She has also been alerted to contact you for your assistance. As you work together on this survey, you will find that some ITV series have been pre-coded for your convenience on peel-off strips. Please use them whenever applicable. They may also provide guidance for those series you offer which are not pre-coded.

NEXT SURVEY DATE:

If you have questions, contact Mary Sceiford, CPB.

1111 16th Street N W Washington D C 20036 Tel (202) 293-6160

cpb Corporation for Public Broadcasting

FIRST FOLLOW-UP LETTER

Programming Project
Box 1087
San Francisco, CA 94101

Dear Program Manager,

Over a month ago we mailed you the forms for a sample date in the CPB programming survey. The completed forms have not come back yet. They may have been lost or misplaced; or they may have crossed this letter in the mail. If they are already on their way, thanks. We know that broadcasters are often too busy to be bothered with this kind of thing. Let me assure you that CPB, PBS and NPR are now the only national organizations that should be gathering data, and we have worked closely together to design this survey.

Enclosed is another set of survey materials. We have tried to make the procedure as simple as possible; but it will obviously take a bit of time to complete the forms. (The average has been about half an hour.)

In the past, public broadcasting has been able to document strengths and weaknesses, plan for future growth, and make its case before local and national funding agencies with data from surveys like this. We need valid information. Please help us get it.

By the way, we hope the instructions are not as intimidating as they seem at first. "Special cases" have to be covered by instructions; but the survey should be simple and clearly defined for almost all problems. However, if you have any problems please phone me or Natan Katzman at (415)626-4065 (California time).

Thanks very much for your help.

Sincerely,

Robin Mendel

Robin Mendel
Project Manager
Research & Programming Services

Please note: The day and date for which we want answers are on the top of the pink answer sheet. Use precoded strips to save time.

1111 16th Street N W Washington D C 20036 Tel (202) 293-6160

APPENDIX C
COMPUTATION OF STANDARD ERROR

The sample design of this survey was not a simple random sample. Programs were clustered, in the sense that all programs for a single broadcaster-day were taken together. Days were stratified over seven segments of the year and the sample was stratified to include a sample of seven dates for each broadcaster. These statements are true for both the fiscal year sample (reported on in the main body of this publication) and the calendar year sample (reported on in Appendix F). A simple random sample would have randomly chosen individual programs from among nearly three million programs transmitted by all the broadcasters.

Since the sample was not a simple random sample, it was improper to compute variance for a given proportion by the formula $V = pq/n$. The appropriate formula for computation of variance was designed for this project by Dr. David Brillinger, of the Department of Statistics, University of California, Berkeley. (For the precise technique used in estimating variance, see *Public Television Program Content: 1974*, p. 139.)

APPENDIX TABLE II.A

	A	B	C	D	E	F	G	H
ALL	23,300	6,200	2,900	14,700	2,500	2,200	14,700	4,200
REGION								
Northeast	5,000	1,400	—	3,100	600	—	—	—
South	6,400	2,000	—	3,900	600	—	—	—
Central	6,500	1,500	—	4,300	700	—	—	—
West	4,700	1,200	—	3,000	500	—	—	—
Outlying	700	100	—	500	100	—	—	—
CLASS								
State System	4,900	1,800	—	2,700	500	—	—	—
University	6,600	1,300	—	4,600	800	—	—	—
Community	9,100	2,300	—	5,800	1,000	—	—	—
Local School	2,200	700	—	1,300	200	—	—	—
BUDGET								
Under $400,000	1,600	400	—	1,000	200	—	—	—
$400,000-$899,999	5,600	1,200	—	3,800	700	—	—	—
$900,000-$1,399,999	5,600	1,500	—	3,500	600	—	—	—
$1,400,000-$1,899,999	3,600	1,100	—	2,200	300	—	—	—
$1,900,000-$4,499,999	5,000	1,500	—	3,000	500	—	—	—
$4,500,000 and over	1,900	500	—	1,200	200	—	—	—
POPULATION								
Under 150,000	1,200	100	—	1,000	200	—	—	—
150,000-349,999	2,500	300	—	1,700	300	—	—	—
350,000-599,999	2,700	600	—	1,800	300	—	—	—
600,000-999,999	3,800	1,100	—	2,400	400	—	—	—
1,000,000-2,000,000	4,000	1,000	—	2,500	400	—	—	—
Over 2,000,000	3,200	800	—	2,100	400	—	—	—
Overlapped	1,800	600	—	1,100	200	—	—	—
Multiple	4,000	1,400	—	2,300	400	—	—	—

The formula required an extensive amount of data processing for any given proportion. Thus, according to a plan approved by the National Center for Education Statistics, a variable known as DESIGN EFFECT was computed for proportions of program at each alternative within three variables in the survey. Design Effect of variance ($DEFF_V$) is the variance computed by the appropriate formula divided by pq/n estimation of variance for the same proportion. (See discussion in Kish, *Survey Sampling*, Wiley, 1965.) The design effect of the standard error ($DEFF_{SE}$) is simply the square root of $DEFF_V$, just as standard error is the square root of variance.

The design effect on the standard error was computed for each variable. These values were then averaged (See *Public Television Program Content: 1974*, p. 135-136) and 1.37 was taken to be the design effect on the standard error, and was used in the computation of Appendix Table II.B. Values in the table are derived from square root of pq/n estimates of standard error for a given sample size, with those values multiplied by 1.37 obtained design effect.

Determining Standard Errors For This Survey

The table of contents for tables and figures in the beginning of this report includes a column of index letters for determining standard errors. There are two steps necessary to calculate standard errors. To find the standard error for a given proportion in any given table or figure, first find the row representing the broadcaster category pertaining to the proportion of interest in Appendix Table II.A (see p. 93) and the column whose letter corresponds to the standard error index letter listed for the table or figure in the table of contents. The cell thus designated is the number (#) of responses used in calculating the standard error. For example, to determine the standard error of the percentage of locally produced programs broadcast by southern broadcasters as listed in Table II.5, (see p. 16), find the standard error index letter "A" beside Table II.5 in the table of contents. Then using Appendix Table II.A, find the intersection of the row representing "South" and the column "A". The "6400" in the intersection represents the number ("#") of observations used to calculate the standard error. Second, use the number ("#") arrived at to locate the *row* in Appendix Table II.B that most closely corresponds to the value from the first step. Then find the *column* that most closely corresponds to the given proportion. The cell which is the intersection of row and column is the estimated standard error of that proportion. To continue with the example, the number 6400 is closest to the seventh row ("6000"). The proportion of locally produced programming by southern broadcasters (13.2) is closest to the fifth column ("15% or 85%"). The intersection of the row and column is ".63" which is the standard error of the proportion of locally

APPENDIX TABLE II.B

Estimated standard error (to the nearest 100th percentage point for survey design at various levels of "#" and various proportion)

#	1% or 99%	2% or 98%	5% or 95%	10% or 90%	15% or 85%	25% or 75%	35% or 65%	50%
100	1.36	1.91	2.99	4.11	4.89	5.93	6.53	6.85
200	.96	1.36	2.11	3.91	3.46	4.19	4.62	4.84
500	.61	.86	1.34	1.84	2.19	2.65	2.92	3.06
1000	.43	.61	.94	1.30	1.55	1.88	2.07	2.17
2000	.30	.42	.67	.92	1.09	1.33	1.46	1.53
4000	.21	.30	.47	.65	.77	.94	1.03	1.08
6000	.18	.25	.39	.53	.63	.77	.84	.88
8000	.15	.21	.33	.46	.55	.66	.73	.77
10000	.14	.19	.29	.41	.49	.59	.65	.69
14000	.11	.16	.25	.35	.41	.50	.55	.57
18000	.10	.14	.22	.31	.36	.44	.49	.51
22000	.09	.13	.20	.28	.33	.40	.44	.46
24000	.09	.12	.19	.27	.32	.38	.42	.44

produced programming by southern broadcasters. When a proportion or a value of # falls between two rows or columns, interpolation may be used to obtain a more precise value. Interpolation from percentages to total number of programs and hours may also be used if the reader wishes to obtain standard error for these totals.

The chances are 68 out of 100 that an estimate from this sample would differ from a complete count (every program for every broadcaster) by less than the estimated standard error. The chances are 95 out of 100 that the difference would be less than twice the standard error and about 99 out of 100 that it would be no more than 2.5 times as large.

Continuing with the example, the ".63" located in Appendix II.B indicates that the estimated standard error is approximately $\pm$.63 percentage points. The proportion of locally produced programs aired by southern broadcasters should be interpreted as ranging between 12.57% and 13.83% (i.e., 13.2% $\pm$ .63) by chance at one standard error.

APPENDIX D
SECONDARY SCHEDULES

Nine Schedules

Nine PTV broadcasters control the schedules of additional stations serving their communities. These "secondary" schedules have not been included in the basic data described in this report. They are briefly examined in this appendix.

Community	Broadcaster	Secondary Broadcaster
San Francisco, California	KQED, Channel 9	KQEC, Channel 32
Miami, Florida	WPBT/WTHS, Channel 2, (County Schools)	WLRN, Channel 17
Boston, Massachusetts	WGBH, Channel 2	WGBX, Channel 44
St. Paul, Minnesota	KTCA, Channel 2	KTCI, Channel 17
Oklahoma City, Oklahoma	KETA, Channel 13	KOKH, Channel 25
Pittsburgh, Pennsylvania	WQED, Channel 13	WQEX, Channel 16
Richmond, Virginia	WCVE, Channel 23	WCVW, Channel 57
Milwaukee, Wisconsin	WMVS, Channel 10	WMVT, Channel 36

Several points should be made about the secondary broadcasters. They all operate on UHF channels, while all but one of their licensees also operate VHF transmitters in the same communities. There is one other potential secondary broadcaster: WUHY, Philadelphia; but this station was not in operation in 1978. Finally, several communities (e.g., New York City and Los Angeles) contain more than one PTV schedule generated by different licensees. In these cases, each schedule has been sampled and included in the analysis of 156 broadcasters. The definition of a secondary broadcaster applies where a single organization is responsible for two schedules in a single community.

The sample of secondary schedules was small, and the schedules did not define a single pattern. Thus, it may be best to start with a brief description of each.

WUHY, Philadelphia, was not on the air in 1978.

KQEC, San Francisco, transmitted a full schedule all year.

WQEX, Pittsburgh, transmitted an abbreviated normal schedule (but was dark on Sunday).

WCVW, Richmond, transmitted a normal schedule but was off the air on weekends.

KOKH, Oklahoma City, transmitted an afternoon schedule, but was off the air in the summer and on weekends and holidays. (KOKH provided ITV service to KETA, and was therefore defined as a secondary schedule in Oklahoma City).

WMVT, Milwaukee, transmitted a full schedule all year.

KTCI, St. Paul, transmitted an afternoon and evening schedule over the entire year.

WGBX, Boston, transmitted an afternoon and evening schedule over the entire year.

WLRN, Miami, transmitted a full schedule over the entire year. (WLRN provided ITV service on WTHS, Channel 2 in Miami, and was therefore defined as a secondary schedule.)

Had samples of these schedules been included in the overall analysis there would have been unfortunate biases in both the annual averages reported and the proportions of various programming phenomena reported. Instead, the results of 57 sample broadcaster-days can be described. The days sampled in both Fiscal Year 1978 and calendar year 1978 have been included in the following tables in order to make use of all the collected data. (See Appendix C.) The following percentages are based on 635 programs and 361.6 hours of programming.

Thirty-five of the fifty-seven sample days during which secondary broadcasters operated were days

when school was in session; twenty-two were days when school was not in session.

Distribution of hours of air time was as follows:

Before school hours	1.4%
During school hours	17.7
After school hours	31.1
Prime Time	42.2
After Prime Time	7.7

The proportion of hours from producers was:

Other PTV organization	32.1%
From "Our own facilities"	16.4
Major PTV organization	15.3
Independent or ITV producer	9.5
Foreign/Co-production	6.4
Commercial U.S.	1.6
CTW	0.8
All others	14.9

These proportions are in marked contrast with the overall figures for the 156 broadcasters in the survey. Local Production is far more frequently played on secondary schedules, and programming from CTW is far less frequent, while the total of programming from major and other PTV organizations was slightly less frequent. (Comparisons may be made with Figure II.6, p. 14.)

The proportion by hours by distribution source was:

PBS	42.8%
Our own facilities	15.0
Other instructional supplier	11.2
Regional network	10.3
All others	20.7

Again the proportions differ from the overall patterns shown in Figure II.7 (see p. 15). Local material and material from ITV suppliers was far more frequent in secondary schedules; material from PBS was far less frequent. This is an indication that the availability of a secondary channel allows broadcasters to be more independent of the national system, although they did broadcast a higher proportion of regionally interconnected hours.

The proportion of hours by program type was:

Information/Skills	31.5%
Cultural	19.9
News/Public Affairs	13.1
ITV	12.4
Children's	9.9
Sesame Street/The Electric Company	0.8
Other	12.3

Comparison with the data in Figure II.9 (see p. 23) indicates that the secondary schedules included a higher proportion of Information/Skills material, and a much lower proportion of air time devoted to *Sesame Street* and *The Electric Company*. The proportion devoted to Cultural, News/Public Affairs, ITV, and General Children's programming were comparable to the primary schedules.

The sample size was too small to generate useful data on variables such as ITV grade level or format, News/Public Affairs scope or format, or differences by broadcaster category.

APPENDIX E
ITV GRADE LEVEL BY SUBJECT MATTER*

Percentage of ITV Programs:

SUBJECT MATTER	GRADE LEVEL						
	K	1	2	3	4	5	6
Basic Education	22.1	15.7	6.1	9.8	6.5	7.5	4.6
	(70.7)	(76.8)	(44.8)	(67.9)	(58.3)	(57.6)	(28.8)
Read-Write	11.0	18.0	37.8	32.9	23.5	7.2	9.0
	(35.2)	(88.1)	(246.6)	(228.2)	(210.4)	(55.8)	(56.9)
Literature/Humanities	6.0	7.3	5.6	6.0	7.8	13.3	8.5
	(19.2)	(35.9)	(36.6)	(41.6)	(70.0)	(102.7)	(53.7)
Foreign Language	1.6	1.4	1.3	1.0	0.6	1.0	1.2
	(5.0)	(6.7)	(8.2)	(7.1)	(5.3)	(7.8)	(7.8)
Mathematics	2.1	3.9	3.5	4.2	11.7	14.1	17.8
	(6.7)	(19.2)	(22.7)	(29.1)	(104.8)	(109.1)	(111.9)
Science	4.9	7.6	6.3	11.3	10.9	10.3	10.6
	(15.6)	(37.3)	(40.9)	(78.2)	(98.1)	(79.2)	(66.5)
Social Science	3.1	4.8	5.9	6.6	7.5	8.1	9.4
	(9.9)	(23.5)	(38.4)	(45.5)	(67.5)	(62.2)	(59.3)
History	1.0	1.4	1.3	1.7	3.0	4.0	5.1
	(3.2)	(6.7)	(8.5)	(11.7)	(27.0)	(30.9)	(32.0)
Music/Art/Theater	19.6	17.4	13.9	9.4	7.6	10.4	12.1
	(62.9)	(85.3)	(90.6)	(65.4)	(68.2)	(80.3)	(76.0)
Home Economics	0.7	0.8	1.0	0.8	0.6	0.8	1.0
	(2.1)	(3.9)	(6.4)	(5.3)	(5.7)	(6.0)	(6.0)
Health/PE/Safety	24.4	17.8	13.1	12.8	9.4	10.5	4.5
	(78.2)	(87.1)	(85.3)	(88.8)	(84.2)	(81.4)	(28.1)
Environmental	1.0	0.8	0.8	0.8	1.0	1.2	1.5
	(3.2)	(3.9)	(5.3)	(5.7)	(8.9)	(9.2)	(9.2)
Teacher Training	0.2	0.1	0.1	0.1	0	0	0.1
	(0.7)	(0.7)	(0.7)	(0.7)	(0.4)	(0.4)	(0.4)
Professional Training	0	0	0.1	0.1	0	0	0
	0	0	(0.4)	(0.7)	(0.4)	(0.4)	0
Vocational	0.1	0.2	0.3	0.2	4.9	5.7	7.0
	(0.4)	(1.2)	(2.1)	(1.4)	(44.2)	(44.2)	(44.2)
Other	2.2	2.7	2.3	2.3	4.8	5.8	7.6
	(7.1)	(13.1)	(15.3)	(15.6)	(43.4)	(44.8)	(47.6)
TOTALS: %'s	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(320.2)	(489.4)	(652.8)	(693.0)	(896.4)	(771.8)	(628.3)
HOURS	320	489	653	693	896	772	628

*Special care should be taken in interpreting percentages due to small cell sizes.

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Grade Level by Subject Matter*

GRADE LEVEL								
7	8	9	10	11	12	Jr. College	College	Adult
4.9	4.8	5.1	1.5	1.6	1.6	0	0	0.9
(19.5)	(17.1)	(17.1)	(2.8)	(2.8)	(2.8)	0	0	(1.2)
7.6	8.1	4.5	1.2	4.7	4.8	4.0	1.5	6.5
(30.2)	(28.8)	(14.9)	(9.6)	(8.5)	(8.5)	(3.5)	(1.8)	(7.8)
8.7	9.0	12.2	12.2	12.2	12.7	8.5	6.8	2.3
(34.8)	(32.0)	(40.5)	(22.4)	(22.0)	(22.7)	(7.5)	(8.2)	(2.8)
3.2	3.5	5.0	10.6	10.8	11.8	9.7	8.6	7.6
(12.8)	(12.4)	(16.7)	(19.5)	(19.5)	(21.0)	(8.5)	(10.3)	(9.2)
14.7	15.4	13.9	3.9	3.9	3.8	1.6	1.8	1.5
(58.6)	(55.1)	(46.2)	(7.1)	(7.1)	(6.7)	(1.4)	(2.1)	(1.8)
10.4	11.3	10.7	11.6	11.2	11.6	13.4	13.6	5.6
(41.6)	(40.5)	(35.5)	(21.3)	(20.3)	(20.6)	(11.7)	(16.3)	(6.7)
10.4	9.7	8.2	12.0	11.6	12.0	19.4	18.9	10.9
(41.6)	(34.5)	(27.4)	(22.0)	(21.0)	(21.3)	(17.1)	(22.7)	(13.1)
4.8	5.2	8.1	15.3	15.7	12.2	6.9	6.2	2.6
(19.2)	(18.5)	(27.0)	(28.1)	(28.4)	(21.7)	(6.0)	(7.5)	(3.2)
10.7	7.1	5.7	4.6	4.3	5.0	8.1	9.8	6.7
(42.6)	(25.2)	(18.8)	(8.5)	(7.8)	(8.9)	(7.1)	(11.7)	(8.2)
1.6	1.6	2.2	4.6	4.9	5.2	8.5	3.6	2.1
(6.4)	(5.7)	(7.5)	(8.5)	(8.9)	(9.2)	(7.5)	(4.3)	(2.5)
13.6	15.0	15.4	1.5	2.0	2.0	4.0	3.0	4.1
(54.4)	(53.7)	(51.2)	(2.8)	(3.5)	(3.5)	(3.5)	(3.5)	(5.0)
1.9	2.0	1.5	2.7	2.8	2.8	2.0	2.1	0.9
(7.5)	(7.1)	(5.0)	(5.0)	(5.0)	(5.0)	(1.8)	(2.5)	(1.2)
0.1	0.1	0.3	0.6	0.6	0.6	0.8	7.4	17.0
(0.4)	(0.4)	(1.2)	(1.2)	(1.2)	(1.2)	(0.7)	(8.9)	(20.6)
0.1	0.1	0.1	0	0	0.4	0.4	2.7	9.1
(0.4)	(0.4)	(0.4)	0	0	(0.7)	(0.4)	(3.2)	(11.0)
0.9	1.1	1.3	3.1	3.1	3.2	0.8	3.0	8.5
(3.5)	(3.9)	(4.3)	(5.7)	(5.7)	(5.7)	(0.7)	(3.5)	(10.3)
6.2	6.1	5.8	10.6	10.6	10.6	11.7	11.2	13.8
(24.9)	(22.0)	(19.2)	(19.5)	(19.2)	(18.8)	(10.3)	(13.5)	(16.7)
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(398.4)	(357.2)	(332.6)	(184.1)	(180.9)	(178.4)	(87.8)	(120.1)	(121.2)
398	357	333	184	181	178	88	120	121

Smaller numbers in parenthesis represent average annual programs per broadcaster.

APPENDIX F
CALENDAR YEAR DATA

As described in Appendix C, this survey was designed to cover two overlapping time periods—the 1978 CPB fiscal year and the 1978 calendar year. All of the figures presented in this report (with the exception of this appendix) are based on the data collected covering the 1978 fiscal year. In particular, the results reported on the inside cover which allow year-to-year comparison of the essential programming parameters are based for 1978 on the fiscal year, while the 1974 and 1976 results were based on calendar year studies. For those who wish to make comparisons among the three calendar years (1974, 1976, 1978) the same parameters are presented below for calendar year 1978. To have duplicated the extensive data processing involved in this report in order to present more complete calendar year data would have unacceptably increased the data processing costs with little gain. For, as can be seen below, *none of the estimates of essential parameters varied by as much as a single percentage point between the fiscal and the calendar years 1978.*

		Calendar 1978	Fiscal 1978
A)	*Total System*[1]		
	Average Annual Hours per Broadcaster	4924	4894
	Average Annual Programs per Broadcaster	8309	8282
		Per cent of total hours	**Per cent of total hours**
B)	*PTV Programming By Type of Program*		
	ITV[2]	14.5	14.9
	Sesame Street/The Electric Company[3]	15.9	16.1
	General	71.5	70.7
	News/Public Affairs	11.7	11.0
	Information/Skills	23.7	23.6
	Cultural	22.1	22.1
	General Children's	8.7	8.7
	Other	5.4	5.3
C)	*Producer*		
	Local	7.4	7.7
	Major PTV Organization[1]	24.0	24.2
	Other PTV[1]	28.6	28.0
	Consortium	1.2	1.8
	CTW	16.2	16.8
	Independent	5.4	5.3
	Commercial	2.4	2.7
	Foreign/Co-production	9.6	9.1
	Other	4.4	4.4
D)	*Distributor*		
	Local	7.3	7.4
	PBS	72.1	71.6
	Regional Network	5.4	5.4
	All Others	15.2	15.6

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		Calendar 1978		Fiscal 1978	
		Annual Average	Per cent of Total	Annual Average	Per cent of Total
E)	*ITV*[2]				
	Hours	713	14.5	729	14.9
	Programs	2145	25.8	2195	26.5
F)	***Sesame Street/The Electric Company***[3]				
	Annual Hours per Broadcaster:				
	Sesame Street	555	11.3	556	11.4
	The Electric Company	225	4.6	232	4.7
G)	*Special or Target Audience*				
	Average Annual Hours per Broadcaster	445	9.0	424	8.7
	Average Annual Programs per Broadcaster	883	10.6	835	10.1
H)	*Local Programming*				
	Average Annual Hours per Broadcaster	348	7.1	354	7.2
	Average Annual Programs per Broadcaster	724	8.7	737	8.9
I)	*Percentage of Hours and Programs by Time of Day*	**Hours**	**Programs**	**Hours**	**Programs**
	During School/9 a.m.-3 p.m.	33.5%	42.1%	33.7%	42.7%
	After School	28.1	27.6	28.2	27.6
	Prime Time	25.5	18.2	25.6	18.1
	Late	7.2	6.3	7.0	6.2
	Pre-School/pre 9 a.m.	5.7	5.8	5.4	5.4

[1]See Definitions in Chapter I.
[2]Includes *The Electric Company* (1.6% of total) broadcast during school hours on days when school was in session.
[3]Includes all broadcasts of *The Electric Company*.

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